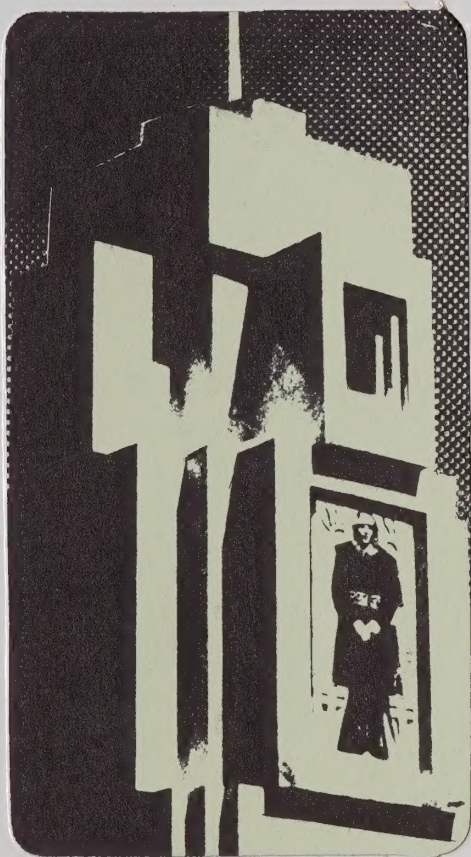


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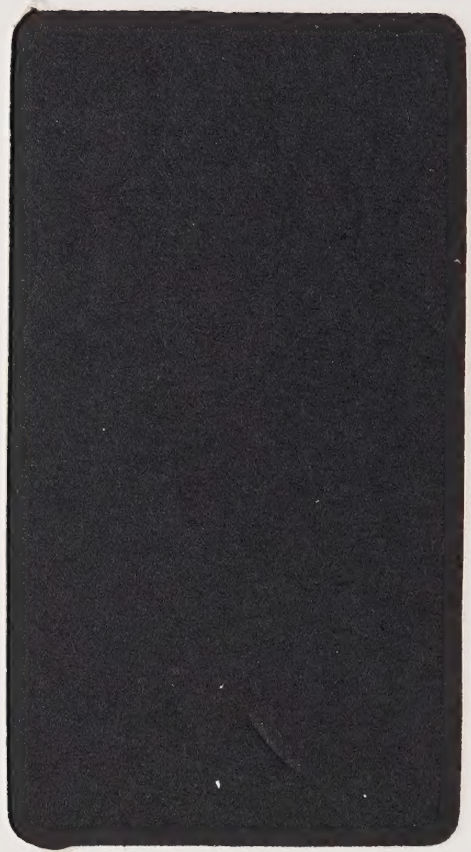
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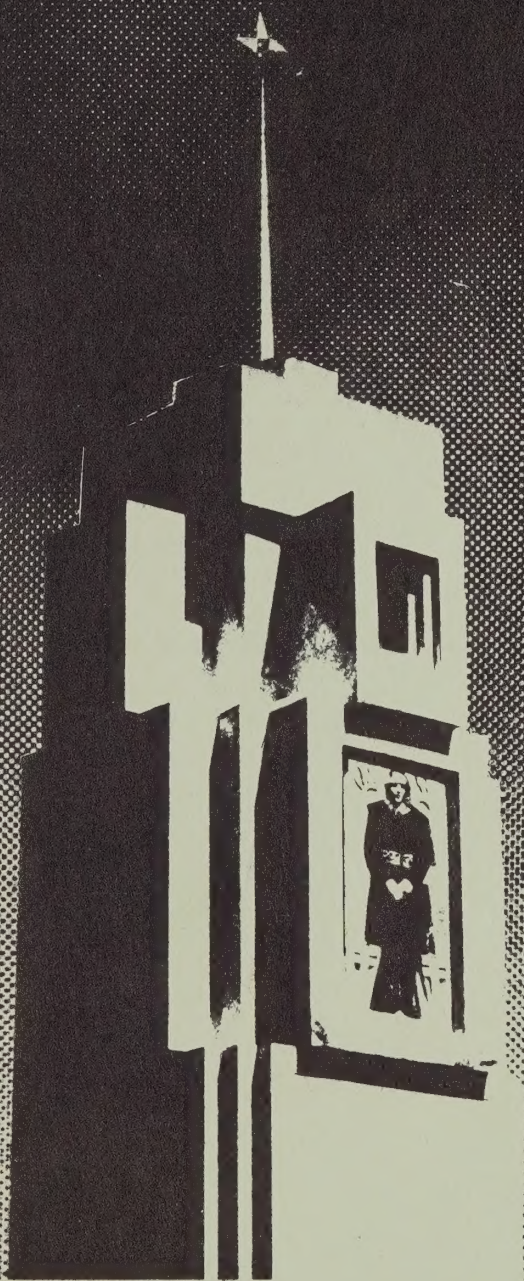
PLEASANT HILL California

THE GENERAL PLAN 1990





The preparation of this report was financed in part through an Urban Planning Grant from the Housing and Home Finance Agency, under the provisions of Section "701" of the Housing Act of 1954 as amended.



PLEASANT HILL California

THE GENERAL PLAN 1990

WILLIAMS AND MOCINE : CITY AND REGIONAL PLANNING


1136 CLEMENT STREET SAN FRANCISCO 18, CALIFORNIA

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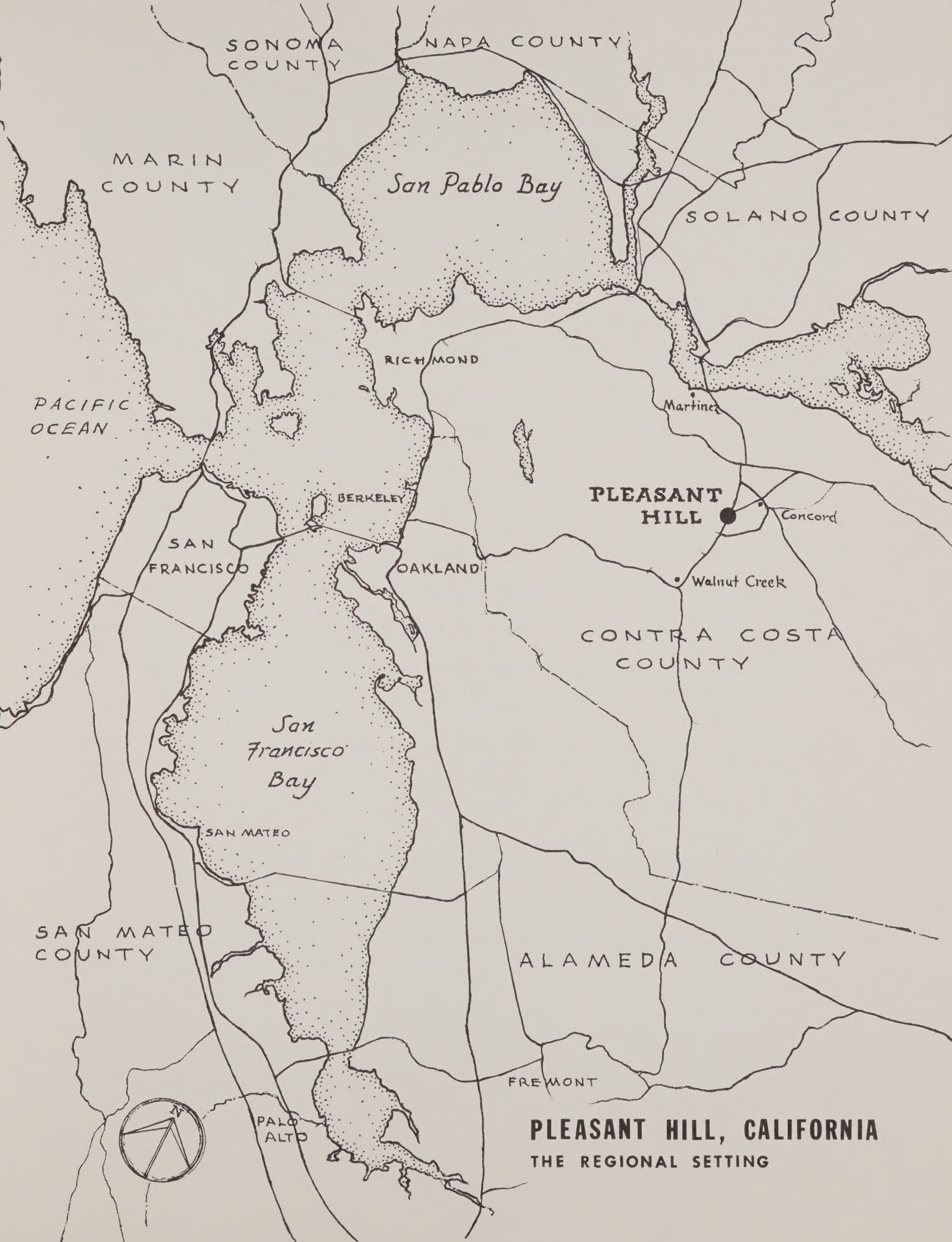
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SONOMA
COUNTY

NAPA COUNTY

MARIN
COUNTY

San Pablo Bay

SOLANO COUNTY

PACIFIC
OCEAN

RICHMOND

Martinez

BERKELEY

PLEASANT
HILL

Concord

SAN
FRANCISCO

OAKLAND

• Walnut Creek

CONTRA COSTA
COUNTY

*San
Francisco
Bay*

SAN MATEO

SAN MATEO
COUNTY

ALAMEDA COUNTY

FREMONT

PALO
ALTO



PLEASANT HILL, CALIFORNIA
THE REGIONAL SETTING

OFFICIALS, CITY OF PLEASANT HILL

City Council

Martin McLaren, Mayor

Lenard Grote, former Mayor

Frank Salfingere, Vice Mayor

Ben Hartinger

John Scaglione, former member

James G. Maguire

City Manager

Leland M. Walton

City Planning Commission

Bruce A. Watson, Chairman

Roy E. Coats

Wilford A. Kimball

Charles W. Dennis

Fred F. Boaradori

Dr. Samuel L. Gross

Blair E. Simpson

City Planning Director

Martin Maier

Director of Public Works

James R. Orput



April 16, 1964

Pleasant Hill City Council
Pleasant Hill City Planning Commission
City Hall
Pleasant Hill, California

Gentlemen:

Pursuant to our contract with the State of California, we are pleased to transmit the General Plan for the City of Pleasant Hill, California.

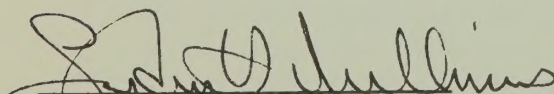
By the adoption of the Plan, the City of Pleasant Hill has taken an important step toward orderly development and organization of its physical environment. Few cities with brief histories of only two years have been able to accomplish so much. Pleasant Hill's Planning Commission and City Council have much to be proud of in their first term of office.

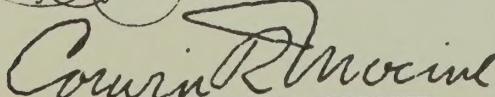
The City Planning Commission and the City Council will have the special responsibility of ensuring that the Plan will, in fact, be carried out in the years to come. The adoption of comprehensive zoning and subdivision regulations and the formulation of a capital improvement program are other important steps toward realization of the long-range goals of the Plan which will ensure the kind of environment for the future which the people of Pleasant Hill desire.

The pursuance of the urban renewal project to its completion will be a major step toward achieving the Plan. This project, now in its initial stage, is in accord with the stated desire of the City to develop a strong commercial core and could well be the stimulus for commercial development of the remaining core area.

We wish to thank all the many members of the Pleasant Hill community who have assisted us, and wish to acknowledge, in particular, the guidance given us in the preparation of the Plan by the Citizens' Review Committee. We also wish to thank the Planning Commission and the City Council, as well as the City Planning Director and the City Manager, all of whom have spent long hours reviewing and discussing this Plan.

Sincerely,


Sydney H. Williams


Corwin R. Mocine

SUMMARY OF MAJOR PROPOSALS OF THE GENERAL PLAN

Residential: The major portion of the Planning Area is shown in low density residential use. Medium and high density development is restricted to locations surrounding the downtown commercial core and the rapid transit station. Low-low density is shown in the steep western hill areas.

Public Facilities: A high standard of public facilities is proposed based on the project population of 65,000 for the Planning Area.

Commercial: The Plan increases the existing regional commercial area approximately three times. Neighborhood shopping centers are also proposed to serve the projected population. Thoroughfare commercial uses within the Planning Area are limited to one area on Contra Costa Boulevard.

Industrial: No area within the Planning Area is deemed suitable for industrial development at this time. However, industrial tracts to the north and east will indirectly contribute to the economic base and provide limited employment opportunities to the Pleasant Hill residents.

Circulation: Traffic interchanges with the Benicia Freeway are proposed at Geary Road, Willow Pass Road and Concord Avenue. An interchange structure should not be built on the valuable land at the Monument Boulevard intersection but the Plan provides for all movement on and off the Freeway between Gregory Lane on the north and the present off-ramp at Boyd Road.

The Plan shows a system of highways and thoroughfares which will carry all traffic outside the residential neighborhoods. The neighborhoods are served by collector streets which carry traffic to and from the thoroughfares on their periphery. Continuous, unbroken routes have been avoided to eliminate the possibility of high speed through traffic traveling through the residential neighborhoods. Cleaveland Road extended to Gregory Lane and the Woodsworth loop are proposed to serve the civic center and the core.

BACKGROUND FOR THE PLAN

HISTORY

Pleasant Hill is located on the western side of the broad central valley of Contra Costa County which opens a few miles to the north into Suisun Bay. This area of fertile land and temperate climate nestling against the foothills to the west and looking to Mt. Diablo on the east, was settled in the late 1800's by farmers who grew hay, grain and grapes. Pleasant Hill was the name given to the one-room school house which served the few farm families in the area until the boom in real estate after World War II. Ex-GI's in search of a peaceful, suburban atmosphere in which to raise their families flocked to the subdivisions which sprang up in Pleasant Hill as they did in other parts of California. The face of the landscape changed quickly and radically as Central Contra Costa County began to change from a sparsely settled rural area to a burgeoning suburb in the Bay Area metropolitan complex.

In the ensuing years, those families who had come to Pleasant Hill to escape from the pressures and problems of urban life, gradually but inexorably found themselves engulfed by many of these same problems. By 1953 the community had acquired a postmark and a few road signs and some civic groups had been formed whose members began to worry about planning, zoning and orderly development. In the next few years, as the inability of the County governmental structure to cope with the growing urban problems became more apparent, proposals were made both to annex to an existing city and to incorporate various areas ranging from Suisun Bay to within a block of the Concord City Hall.

All these efforts culminated on November 14, 1961 in the approval of the incorporation proposal which created the present City of Pleasant Hill.

Two of the primary problems facing the new City were the immediate provision of adequate police protection and long-range provision of adequate revenue to provide community facilities and services. Both of these problems have been substantially solved. The growing commercial complex which has developed and continues to develop in Pleasant Hill, the "Hub" of Contra Costa County, has proved a source of revenue sufficient to meet the demands and responsibilities of the new City government.

The City initiated its planning program almost immediately after incorporation. Consultants were interviewed and the firm of Williams and Mocine was hired early in 1962. An application for Federal assistance for their General Plan program was prepared and submitted in February. Certain critical problems such as zoning ordinance revisions received immediate attention. Later in the year the Planning Director was hired and the Citizens' Review Committee was formed and began work on their important part of the planning process. The contract for the General Plan program was approved and became operative in February of 1963. The adoption of this General Plan, a year later, was the next important step in the planning program.

BASIC DATA

The Basic Research Report published in October of 1963 contains detailed statistical analysis of all phases of population growth and economic information relating to Pleasant Hill. This information is summarized here.

Pleasant Hill Wage Earners

In 1960 Pleasant Hill Unincorporated* had a total civilian labor force of 8,210 with 97.2 per cent or 7,979 people employed. In Pleasant Hill, 34.4 per cent of the population is in the labor force compared with 41.1 per cent in the San Francisco-Oakland metropolitan area and 36.6 per cent in the State of California. The low unemployment level indicates a stable and skilled labor force and the relatively low number of wage earners emphasizes the large family size and the almost total family-orientation of the community.

Type of Employment. In 1960, 19.1 per cent of Pleasant Hill wage earners were in professional or technical occupations compared with 14.1 in the San Francisco-Oakland metropolitan area and 13.7 per cent in the State. 16.9 per cent were employed as craftsmen or foremen compared with 13.9 per cent for the State. The high degree of education and skill reflected by these figures is also reflected in the high 1960 median family income shown in the comparison below:

	<u>1960 Median Family Income</u>
Pleasant Hill Unincorporated*	\$7,750
Contra Costa County	7,327
San Francisco-Oakland Metropolitan Area	7,092
California	6,726

Where People Work. The origin-destination survey conducted as part of the basic research program showed that in 1963 almost two-thirds of the wage earners (63 per cent) worked in the East Bay-San Francisco area. This is a total of approximately 5,000 commuter trips daily in this direction.

*Employment data and statistics relate to the area classified as Pleasant Hill Unincorporated in the 1960 Census. They reflect the general pattern of the City of Pleasant Hill and allow comparisons with other areas.

Population

Growth. The graph on the following page shows the population growth since 1910 and projects it to 1990. Contra Costa County growth paralleled that of the State until the decade between 1940 and 1950, when the County started to grow at a considerably faster rate than the State. Contra Costa population almost tripled during that decade, while the State as a whole doubled. This accelerated rate of growth in the County was due primarily to rapid growth in the Central County area. The next decade, 1950-1960, shows the population growth of the County levelling off to a curve approaching that of the State. Pleasant Hill Planning Area and the Central County area are plotted from 1960 to 1963. The Pleasant Hill Planning Area includes area beyond the incorporated limits of the City where existing or future land uses have a relationship to development within the City. Approximately 11 square miles are included. The Pleasant Hill Planning Area had a population of 24,541 in 1960; it is estimated to be approximately 31,500 in 1963, indicating a growth rate of about 9 per cent a year since 1960.

Age Composition and Family Size. The age of residents of the Pleasant Hill Planning Area is significantly lower than that of the State. The median age in the Pleasant Hill Planning Area is 25.4 compared with 30.0 for the State. The family size of 3.82 is significantly higher than the State's 3.05. Approximately one-third of Pleasant Hill's population is in the 5-17 age group, compared with approximately one-quarter for the State. Thirteen per cent of the Planning Area population is under 5 years of age compared with 11 per cent for the State, indicating that this age composition will not change rapidly and that school population will remain high for some years. The figures below indicate the significantly high number of school-age children.

Elementary School-Age Children (5-11) Per Household--1960

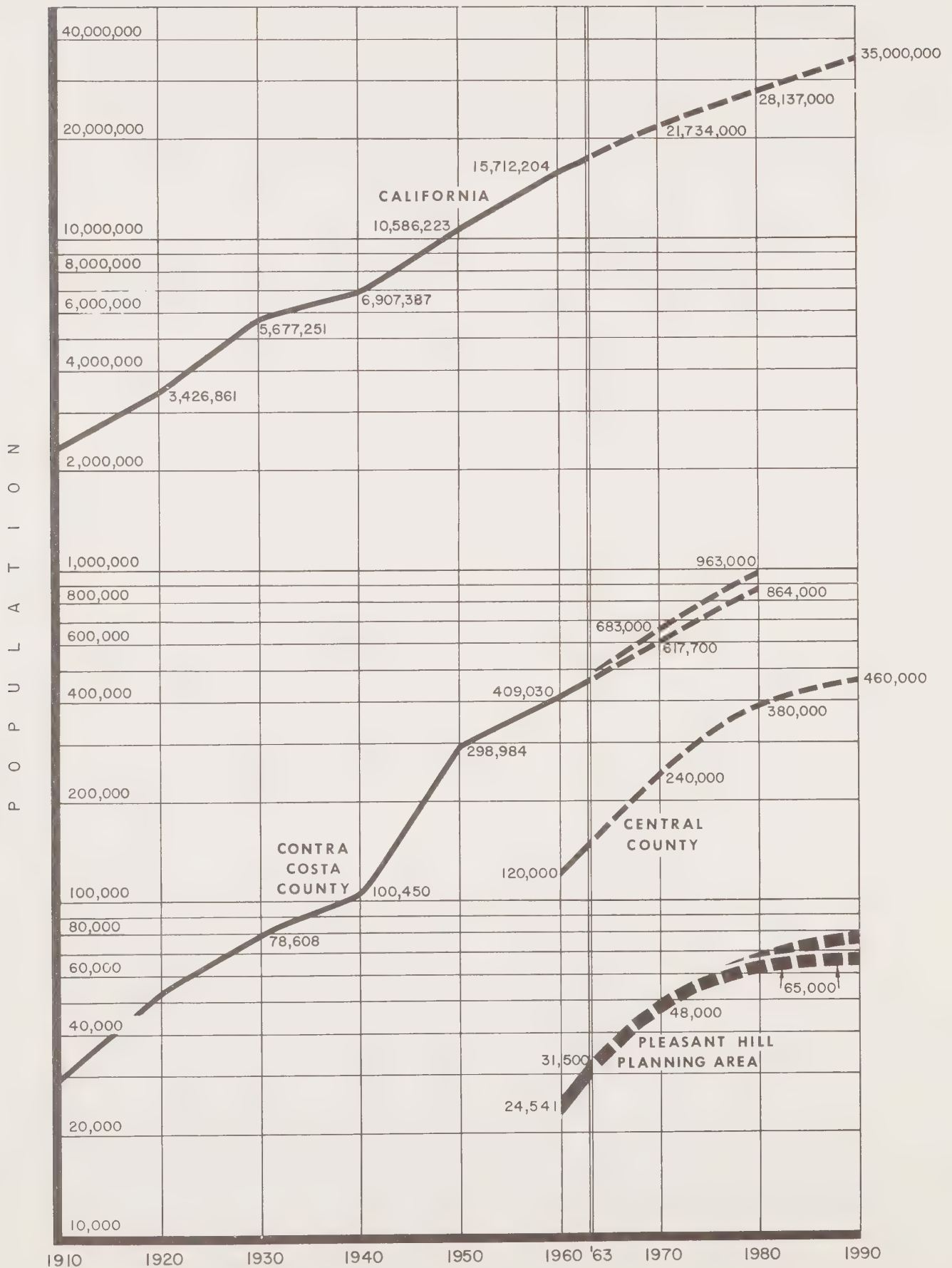
Pleasant Hill Planning Area	0.77
Concord	0.72
Contra Costa County	0.58
California	0.44

In 1960 Pleasant Hill Planning Area had 0.21 persons per household in the intermediate school-age (12-13) group and 0.25 in the high school-age (14-17) group.

Land Use

The Pleasant Hill Planning Area was approximately 60 per cent developed at the time of the land use survey by the City Planning Department in 1963.

POPULATION HISTORY AND TRENDS



Source: United States Census, California Department of Finance,
Contra Costa County Planning Department

The major categories of land uses are compared below:

<u>Developed Land-Acres Per 100 People</u>				
	Pleasant Hill Planning Area 31,500 Est. <u>Population</u>	Average for 10 Satellite Cities 10,000 - 25,000 <u>Population ^{1/}</u>	Average for 10 Satellite Cities 25,000 - 50,000 <u>Population ^{1/}</u>	Chula Vista 46,900 <u>Population</u>
Residential	6.07	6.77	2.33	4.53
Commercial	0.38	0.28	0.18	0.54
Industrial, inc. Railroad	0.15	0.61	1.12	0.90
Streets	2.23	3.27	1.55	2.27
Public and Semi-Public	2.06	2.31	0.60	1.03

Pleasant Hill is markedly different from average cities of similar population and from Chula Vista, a satellite to San Diego. Its comparative lack of industry and its low density residential development indicate that it is not a self-contained City, but is dependent on the larger Central Contra Costa community of which it is a part, and on the San Francisco-East Bay Area to which it is a satellite.

Residential Land and Housing Characteristics.

<u>Tenure of Owner-Occupied Dwelling Units</u>					
<u>Year Moved In</u>	<u>Per Cent Total Occupied Dwelling Units</u>				
	<u>"Pleasant Hill Unincorporated" ^{2/}</u>	<u>Walnut Creek</u>	<u>Concord</u>	<u>Contra Costa County</u>	<u>Calif- ornia</u>
1959-Mar. 1960	14.2	{ 30.6	22.3	15.9	17.4
1958	11.3		11.6	9.5	9.5
1954-1957	33.9	33.0	35.3	31.9	29.8
1940-1953	39.1	31.8	29.0	36.4	34.1
1939 or earlier	1.5	4.6	1.8	6.2	9.2

Source: United States Census of Housing--1960.

^{1/} Land Use in American Cities, Bartholomew, Harland, Harvard University Press, Cambridge, 1955.

^{2/} "Pleasant Hill Unincorporated" as tabulated by the Census in 1960 is used when enumeration district information was unavailable.

Median Value and Rent

	<u>"Pleasant Hill Unincorp."*</u>	<u>Walnut Creek</u>	<u>Concord</u>	<u>Contra Costa County</u>	<u>San Francisco- Oakland Metropolitan Area</u>	<u>Calif- ornia</u>
Median Value						
Owner-Occupied	\$14,600	\$19,000	\$13,900	\$14,600	\$16,300	\$15,100
Median Gross						
Rent	113	102	96	77	78	79

Source: United States Census of Housing--1960

Residentially developed land in the Planning Area is 98.4 per cent in single-family use. In 1960, 97.6 per cent of all residential structures were in sound condition as compared with 89.3 per cent for the State.

Roughly two-thirds of the present owners have been in their homes for less than ten years. The newness of the area and the high percentage of owner-occupancy result in the high level of maintenance and sound condition. Housing in the Pleasant Hill Planning Area is of neither the high nor low extreme in value but represents a solid middle range. The low number of multi-family units and the premium price of rentals in general indicates that almost all apartments are of recent construction. An inadequate supply of rentals to meet the demand may be indicated as well.

Commercial Land. The amount of commercial land within the Pleasant Hill Planning Area is relatively large for a suburban residential community. In the central area, with the exception of the new Contra Costa Center and the Payless complex, development is scattered along Contra Costa Boulevard with no attempt to form a unified shopping area. As a result, Pleasant Hill has no definable or recognizable commercial core, even though commercial development has been expanding rapidly since 1962. Centers such as Gregory Garden Shopping Center and the commercial area on Oak Park serve neighborhood needs.

The figures below compiled by the State Board of Equalization, compare the taxable sales in retail stores in 1962 with the same quarters of 1963.

Taxable Sales--All Retail Stores

1962 (first 3 quarters)	\$ 8,360,000
1963 (first 3 quarters)	16,452,000

*"Pleasant Hill Unincorporated" as tabulated by the Census in 1960 is used when enumeration district information was unavailable.

Department store sales, not tabulated for the smaller cities, comprise approximately 80 per cent of the "general merchandise" sales in the State and in Contra Costa County. The major full-line department store is the "anchor" facility and is absolutely essential to a regional shopping center. Therefore, this category of trade is of particular interest to Pleasant Hill in its concern to attract a larger share of the regional trade.

Taxable Sales--General Merchandise Stores

1962 (first 2 quarters)	\$ 160,000
1963 (first 2 quarters)	3,953,000

Industrial Land. Industrial development in the Pleasant Hill Planning Area at the present time is miniscule. The land use survey shows 13.6 acres, or 0.4 per cent of the developed area devoted to small industrial enterprises in scattered locations. An additional one per cent of the developed area is used by the railroads.

Pleasant Hill has a high percentage of its wage earners in the professional and technical and other skilled categories of labor. These highly skilled people tend to work wherever their skills are in demand and choose a place to live within commuting distance. Otherwise there is little direct relation to their place of employment. At the present time, demand for housing in a suburban residential atmosphere appears to far outweigh any demand for industrial development in Pleasant Hill.

Public Facilities

The City of Pleasant Hill provides few local services itself, but is included in 24 service districts and uses some County facilities, such as the County library service. This structure is an inheritance from the period when Pleasant Hill was, to a large extent, urbanized (and required urban services) but was unincorporated.

Schools. The Planning Area is part of the large Mt. Diablo Unified School District which operates seven elementary, two intermediate, and two high schools within the Planning Area. The service areas of the Larkey and Fair Oaks elementary schools extend beyond the boundaries of the Planning Area. Enrollment in October 1963 ran from 502 in Oak Park School to 976 in Strandwood. The School District is, at the present time, attempting to hold maximum enrollment to 800 students per elementary school, although actual capacity in several of the older schools, constructed when "normal" enrollment was considered 500-600, is less than 800 students.

Grades 7-8 are served by Valley View and Pleasant Hill intermediate schools. Valley View Intermediate is the newest school with a 1963 enrollment of 558 and has a capacity of 650. Pleasant Hill Intermediate has an enrollment of 884 and a capacity of 990 in 1963. Maximum enrollment is considered to be 1,000 students per intermediate school.

College Park High School has an enrollment of 1,327 and a capacity of 1,400. Pleasant Hill High School has an enrollment of 1,667 and a capacity of 1,700 in October 1963. The district considers desirable enrollment for high schools to be 1,600-1,800 students although it is becoming increasingly difficult to maintain this figure.

Pleasant Hill is fortunate to have the Mt. Diablo Junior College located within its boundaries to augment its public education system.

Flood Control. Storm drainage problems are the responsibility of the Contra Costa County Flood Control and Water Conservation District. Several drainage control zones now in effect have accomplished improvements and the District has plans for additional projects timed on a pay-as-you-go schedule. However, the City may elect to make additional improvements themselves in order to eliminate quickly the danger of water damage.

Sanitary Sewage. Sanitary sewage collection and treatment is the responsibility of the Central Contra Costa Sanitary District. The existing systems are adequate for present land uses. Provision has been made for extension of lines into new developments. Those areas of the City not now part of it, should be brought into the district and all areas to be annexed should be required to join.

Water. Water is supplied in adequate quantity among three agencies whose service areas include area within the City of Pleasant Hill. These agencies are: Central Contra Costa County Water District, East Bay Municipal Utility District, and the former Gregory Gardens County Water District. Improvements in the systems of the first two water supply agencies have been initiated.

The third agency is the former Gregory Gardens County Water District which lies wholly within the City. A recent legal opinion, the Downey Case, held that a District's function ceases when its area becomes incorporation under one jurisdiction, and that the City automatically assumes the District's assets, liabilities, and service responsibilities. An agreement is now being negotiated whereby the City will assume responsibility. This District obtains its water from the Contra Costa Canal. The main sizes appear to be in accordance with modern water distribution standards, and the materials used are durable. Additional storage facilities are needed for peak demand but construction has been deferred until the agreement is consummated.

City Offices. The present City Hall is being purchased by the City on a lease-purchase agreement; the building contains three times more space than is presently needed for housing the City government and arrangements are now being completed to lease the un-used portion of the structure.

Police Protection. The City contracts with the County Sheriff's office for police protection which supplies a ten-man police force and two radio patrol cars. The County Sheriff's office also provides special services such as the juvenile home service.

Fire Protection. The Central County Fire Protection District services Walnut Creek, Pleasant Hill and unincorporated area totaling 42 square miles. With the opening of the new station on Boyd Road, Pleasant Hill will have two stations serving it. The Geary Road site recently acquired will eventually serve southern Pleasant Hill and northern Walnut Creek. In the future, a station will be needed to serve the newly developing northern residential area and the proposed high value commercial area.

Libraries. The County library system maintains one of its 17 branches and its central office facilities in Pleasant Hill.

Parks and Recreation. The Pleasant Hill Park and Recreation District covers approximately 9 square miles and services approximately 35,000 people at the present time. It owns or leases sites, develops parks and operates recreational programs. Two new sites have been acquired recently (one by lease) which will be developed shortly. Gregory Lane Park will be completed this summer.

Roads. At the present time, Pleasant Hill contracts with the County for street repairs and maintenance.

Circulation

State Route 4 (Arnold Industrial Freeway) on the north, State Highway 21 from Benicia to Walnut Creek (Interstate 680) on the east, and Pleasant Hill Road-South Taylor Boulevard on the west constitute the regional network serving the Planning Area at the present time. Contra Costa Boulevard-Pacheco Boulevard provide a parallel route to State Highway 21 (Benicia Freeway), and Taylor Boulevard east of Pleasant Hill Road provides a link east and west.

Studies are about to be undertaken by the State Division of Highways to designate a connection between eastern Contra Costa County in the neighborhood of Pittsburg and Antioch to a point west of Walnut Creek. While a more southerly connection appears most advantageous and least disruptive to the Pleasant Hill area, the possibility that Taylor Boulevard may be chosen as the best route through this difficult section can neither be rejected nor anticipated at this time.

The State study will also consider the problem of poor freeway connections in the Central County area; the solution to these freeway interchanges will be the joint concern of the State, the County, Pleasant Hill, and other communities concerned. Connections to and from the Pleasant Hill Rapid Transit Station should be studied at the same time.

The local street pattern developed piecemeal as subdivisions were developed in the unincorporated County. It is not integrated into a system of major and collector streets with clearly defined functions. All local streets are two lane and of essentially equal capacity at the present time.

PROJECTIONS

Economic Base

Annexations of land or technological changes in industry may make certain types of limited industrial or research and development activity appropriate for Pleasant Hill at some future date. At the present time, however, no industrial expansion within incorporated Pleasant Hill or in the Planning Area has been projected. Large tracts of industrial lands exist in the wider Central Valley community. Future development of these areas will provide jobs and a more balanced community though they are not within Pleasant Hill.

By 1980, it is estimated that the percentage of wage earners commuting to the East Bay-San Francisco area will be lowered, from approximately 63 per cent of the labor force to approximately 40 per cent, although the number of commuters in this direction will double. The percentage of the population in the labor force in Pleasant Hill will not radically change during the planning period, but new employment centers elsewhere in Contra Costa County are expected to occupy a larger proportion of Pleasant Hill's labor force.

Population

Population growth is expected to continue at the same level for the next ten to fifteen years. The population of the Planning Area was 24,541 in 1960 and by 1970, is expected to double. By 1980, easily developable land will become scarce and the growth rate is expected to decline.

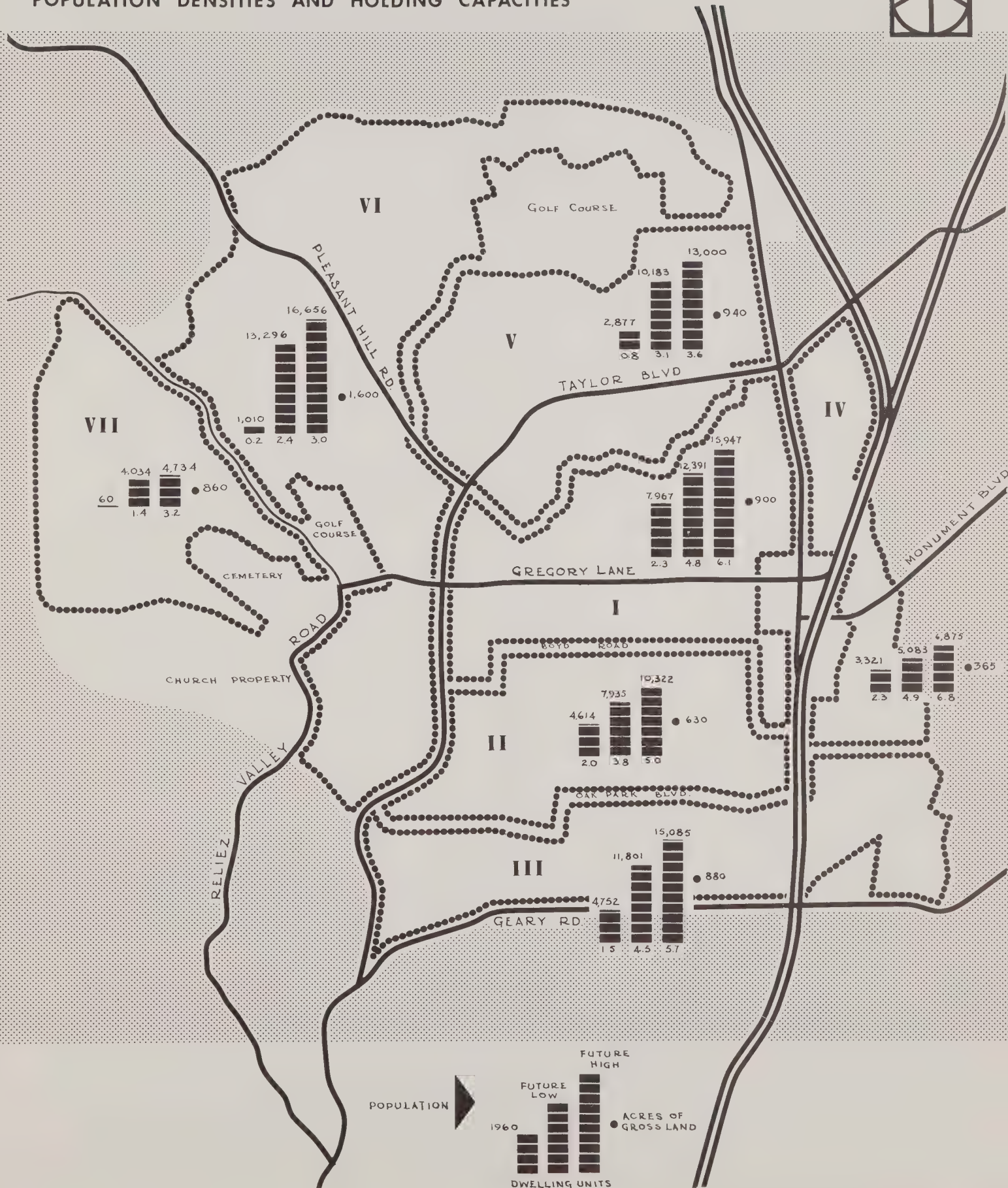
The seven residential planning areas delineated on the map on the following page are combinations of and related to the boundaries of 1960 Census enumeration districts. The areas shown include streets and neighborhood facilities such as schools, churches and neighborhood shopping facilities. Large, non-residential uses are not included.

Two population holding capacity projections were made based on variations in the average number of dwelling units per acre that could be attained within the specified ranges on the General Plan. The low projection of approximately 65,000 people living in approximately 20,000 dwelling units is the pattern judged most likely to occur and is used as the basis for establishing the number of schools and public facilities needed for the future.

The projected "low" is expected to be attained within the planning period. The "high" projection of 83,000 people occupying 26,000 dwelling units represents a much denser pattern of development than the normal mixture of 7,000 and 10,000 square foot lots typical of Pleasant Hill at the present time. Beyond the planning period (after 1990) changes in dwelling types and density patterns may occur which could make this higher population possible.

PLEASANT HILL, CALIFORNIA

POPULATION DENSITIES AND HOLDING CAPACITIES



Although the high projection is not expected to be approached within the planning period, it emphasizes the need for re-examining and checking all projections from time to time as development occurs and conditions change.

A continued in-migration of young families, as additional areas are subdivided, will tend to continue the present age composition pattern with its high proportion of the lower age groups and the resulting high elementary school enrollment per family. At the same time, the aging of families now living in the area will tend to lower both the average family size and the over-all proportion of young children. The long-term effect of in- and out-migration is difficult to assess in a rapidly expanding area still in the process of stabilization. The population of 65,000, anticipated during the 1980's, is based on a smaller family size (3.2 rather than the present 3.8). The projected number of families is approximately 20,000 for the 1980's. The decrease in family size derives primarily from a modification of the age composition.

Two estimates of school-age children, based on the projection and dated 1980, are given in the appendix. They are summarized as follows:

1980 Projected School Enrollment and Schools Needed

	Enrollment				Schools		Students Per School
	High		Low		Needed		
	% Tot.		% Tot.				
	Students	Pop.	Students	Pop.	High	Low	
Elementary	12,000	18.5	10,920	16.8	17	16	700
Intermediate	3,800	5.8	3,250	5.0	4	3	1,000
High School	4,600	7.1	4,355	6.7	3	3	1,600-1,800

Land Use

Pleasant Hill will continue to have the largest share of its land in low density residential use. Approximately three-fourths of the total Planning Area will be developed in densities of fewer than six dwelling units per gross acre. While by 1990, approximately 15 per cent of total dwelling units will be apartments, the prevailing character will remain that of a single-family suburban town.

Circulation

Future heavy traffic volumes are inevitable on the highways which serve Pleasant Hill. Contra Costa Boulevard on the east and Taylor Boulevard-Pleasant Hill Road on the west are of prime concern. An accurate generation of traffic is difficult to predict at this point, pending the completion of the State Division of Highways study of a future regional route between Walnut Creek and Clayton Valley, and until the effect of

the recently opened Benicia Freeway can be evaluated. However, it is estimated that Contra Costa Boulevard north of Taylor Boulevard will receive 9,000 to 10,000 automobiles daily from the Vine Hill area when residential development occurs. When the proposed Del Webb Center in Concord is built, traffic generated by the combined commercial complex of discount houses, department stores and specialty shops in the area between Willow Pass Road and Concord Avenue will reach approximately 20,000 cars per average weekday * and could triple this volume on a Saturday of heavy shopping. Much of this traffic will not have local origins and should be shunted to the freeway as soon as possible. Good access must be provided to relieve Contra Costa Boulevard as much as possible. Traffic counts should be taken as this retail complex develops so that a more refined evaluation of number of lanes needed on Contra Costa Boulevard will be possible. South of Taylor Boulevard on Contra Costa Boulevard, daily volumes between 29,000 and 34,000 will be generated from the Planning Area alone. Traffic originating outside the Planning Area will increase the volume well above this level, indicating a need for six lanes by 1980.

If through traffic volume (Lafayette to Concord and the Clayton Valley area) is provided with an alternate route in place of Taylor Boulevard, it is possible that Taylor Boulevard can function as a four-lane divided highway designed to a maximum carrying capacity (approximately 20,000 vehicles per day). Further detailed study, after the State Division of Highways' study is completed, is indicated here as well.

The volumes to be generated (1980) by the Vine Hill Area on the Pleasant Hill Road range from approximately 14,000 cars per day north of Taylor Boulevard to 8,000 just south of Arnold Industrial Highway. While available traffic counts do not reflect the Freeway extension to Martinez and Benicia, volumes of 8,000 have been tabulated on this section of Pleasant Hill Road. In the future, approximately 6,000 dwelling units are estimated west of Pleasant Hill Road-Taylor Boulevard in the hill area. It appears that future daily counts in excess of 20,000 automobiles are likely and that six lanes will be required. The evaluation of existing streets and projected volumes is given in the Engineer's report.

* Based on an estimated total of 700,000 square feet of store area and an average of 30 trips per day per 1,000 square feet - Traffic Quarterly, August 1963.

DESCRIPTION OF THE GENERAL PLAN

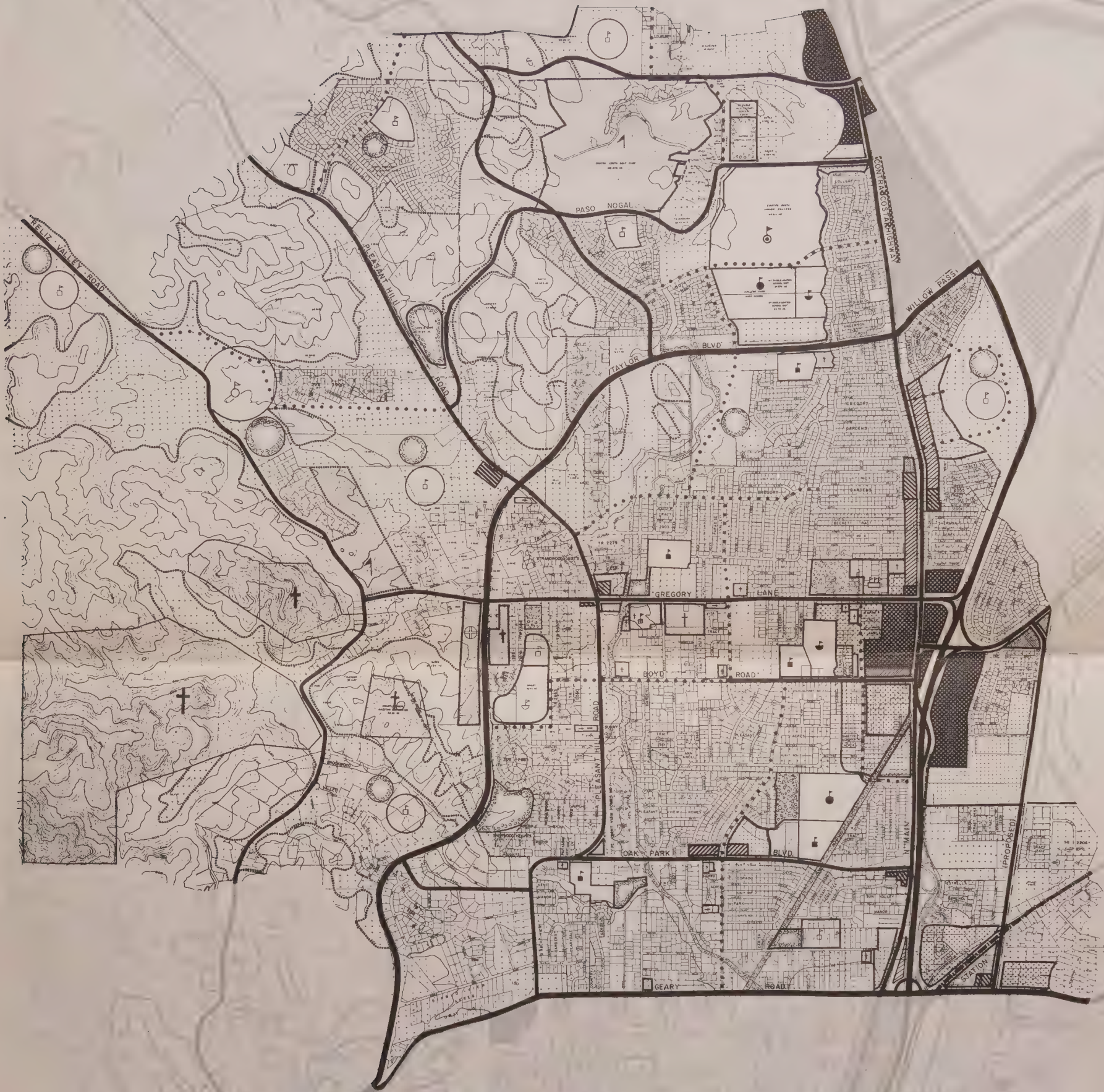
The General Plan contains the policies and goals of the community for the future physical development of Pleasant Hill. It is not a law, rather it is an advisory document, and when adopted, its basic policies of land development are the official guide for zoning and subdivision ordinances, redevelopment, and capital improvement programs. Its purpose is to establish a general pattern of land uses, both public and private, in harmony with the goals and principles determined by the citizens and officials of Pleasant Hill.

GOALS AND PRINCIPLES

The goals and principles summarized below are a major element of the General Plan. These goals were formulated from the reports of the Citizens' Review Committees and were adopted by the City Planning Commission and the City Council. The reports are summarized in the appendix and have guided the preparation of the Plan.

1. The suburban single-family character of Pleasant Hill should be retained and enhanced.
2. The highest level of community facilities consistent with sound economic policy should be established. Cultural facilities should be expanded to improve Pleasant Hill's position as a cultural center.
3. Parks and recreational facilities based on sound accepted standards should be made available to all age groups in all parts of the City.
4. A large concentrated commercial area should be developed.
5. The City should strive for limited employment centers of a research and development nature, in order to approach the characteristics of a balanced community.
6. An orderly, integrated circulation system should be developed.
7. An annexation program should be established based on the best interests of the entire community.
8. The present sales tax base should be expanded in order to provide revenue for a high level of community facilities and services.

Many of these goals are inter-related and reinforce each other. A high level of community facilities will embellish and help preserve the residential areas. Some of the goals are necessarily long-range



PLEASANT HILL, CALIFORNIA

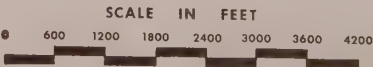
GENERAL PLAN

RESIDENTIAL:	COMMERCIAL:	PUBLIC:	INDUSTRIAL:	SCHOOLS:	SYMBOLS:
<div>DU'S/ GROSS ACRE</div> <div>LOW LOW 1-3</div> <div>LOW 4-6</div> <div>MEDIUM 7-19</div> <div>HIGH 20-40</div>	<div>REGIONAL</div> <div>THOROUGHFARE</div> <div>PROFESSIONAL & ADMINISTRATIVE</div> <div>NEIGHBORHOOD</div>	<div>PUBLIC</div> <div>QUASI-PUBLIC</div> <div>EXISTING PARKS</div> <div>PROPOSED PARKS</div>	<div>GENERAL</div> <div>CIRCULATION:</div> <div>HIGHWAY</div> <div>THOROUGHFARE</div> <div>COLLECTOR</div> <div>RAPID TRANSIT</div>	<div>EXISTING</div> <div>PROPOSED</div> <div>ELEMENTARY</div> <div>JUNIOR HIGH</div> <div>HIGH</div> <div>JUNIOR COLLEGE</div>	<div>HOSPITAL</div> <div>CHURCH</div> <div>CIVIC CENTER</div> <div>GOLF COURSE</div> <div>TRAFFIC INTERCHANGE</div>



PREPARED FOR THE PLEASANT HILL CITY PLANNING COMMISSION BY
 WILLIAMS AND MOCINE, CITY AND REGIONAL PLANNING
 SAN FRANCISCO

ADOPTED:
 CITY PLANNING COMMISSION
 CHAIRMAN
 CITY COUNCIL
 MAYOR



in nature and depend on economic factors outside the realm of city planning. The realization of the commercial goal is of this nature. If, within five to ten years, when this Plan will need to be reviewed, development trends have changed, the commercial land use element may need to be revised.

ECONOMIC BASE

The broad economic base on which the General Plan of Pleasant Hill is based is the same as that of San Francisco Bay Area metropolitan district of which it is a part. The financial and administrative functions based in San Francisco will continue to support families living in Pleasant Hill and wage earners from Pleasant Hill will continue to contribute their share to the soundness and vitality of these institutions. The industrial base of the metropolitan area, centered at present in the East Bay will expand, both in volume and geographically. The development and expansion of industrial tracts to the north and east of Pleasant Hill will provide jobs for technical and professional people and will give impetus to commercial development in Pleasant Hill as well.

The economic well-being of the City, as a corporate body, depends on commercial development within its boundaries, and the revenue from sales tax. In addition, such retail development will increase the variety of jobs available to residents of the City. The Plan recognizes the importance of this development to the future of Pleasant Hill by designating area sufficient for more than a three-fold increase in regional commercial development.

THE PEOPLE

The Plan projects a population of approximately 65,000. At the projected growth rate, this population will be approached close to 1980. The growth rate will gradually decrease and the population should stabilize during the 1980's. Projected population is shown graphically in the section on projections. The standards used are summarized below.

Density Standards for Residential Areas

	<u>Specified Range</u>	<u>Projected Averages</u>		<u>People Per Dwelling Unit</u>
		<u>High</u>	<u>Low</u>	
Low-Low	1-3	1.5	0.5	3.2
Low	4-6	4.5	3.5	3.5
Medium	7-19	15.0	10.0	2.0
High	20-40	30.0	25.0	1.5

The Low-Low density residential is generally confined to the steep hillside areas of 20 per cent or more slope. Because of the present high cost of preparing building sites in this rugged terrain and the inaccessibility of much of the area, development here will proceed slowly as long as level, accessible land is readily available. The type of development that occurs in these rugged hills will depend to some extent on the housing market in the future. At the present time an interest is being shown in more varied housing types, and in community ownership arrangements (cooperatives and condominiums). Certain sites in the hills where good access can be provided will be suitable for high rise or garden apartments surrounded by open slopes resulting in over-all low-low density. This type of development would add variety to Pleasant Hill in building type, and, to a limited extent, in family composition. Generally, people desiring this type of housing are in the upper age and income bracket with fewer children at home. Projected family size for this density is 3.2 while low density is 3.5. Low density, approximately two-thirds of the total Planning Area, ranges from four to six dwelling units per gross acre and will be predominately developed in 7,000 to 10,000 square foot lots. Pockets of relatively level land within the hills, where site preparation and development would not be difficult, are shown in low density. These areas might also be suitable for apartment development as described above.

Medium and high density areas are shown in limited locations close to the downtown commercial core, the rapid transit station, and other special locations.

LAND USE

Residential

Pleasant Hill's primary resource, at the present time, is its attractive and sound residential development. Housing is new, yet the existing open space can disappear within the next few years. The City is not an isolated or well-defined entity, although since its incorporation on November 14, 1961, it has had political identity. To develop a physical unity as well, the residential areas must be organized into stable neighborhoods based on a framework of adequate public facilities to serve them and a well defined thoroughfare system. The neighborhood concept is based on elementary school service areas. Pleasant Hill now has some elementary schools that are not well related to the neighborhoods. This should not occur in areas yet to be developed and should be improved wherever possible in existing areas.

The creation of well-balanced, self-contained neighborhoods should be adopted as a policy by the City, and efforts should be made by responsible officials to gain the cooperation of private developers to achieve this end.

Commercial

The four categories of commercial use shown on the Plan are neighborhood, thoroughfare, professional-administrative and regional.

Neighborhood centers are located on major thoroughfares at intervals of one-half to one mile in order to provide daily convenience needs and limited or family oriented professional services.

Thoroughfare commercial uses are dependent on or related to direct access by automobile. Examples of uses included in this category are gas stations, drive-in restaurants and retail nursery and garden supply establishments. A limited area of thoroughfare commercial is shown on Contra Costa Boulevard in an area where access and location make it appropriate. Any tendency to extend this area further into a "strip" or "ribbon" development should be discouraged. Such developments, strung out along highways, have proved both unsightly and an inefficient use of land resulting in an increasingly marginal type of development which has a blighting effect on adjacent uses.

Professional and administrative office uses are located south of the regional commercial area on the north side of Boyd Road. This area should be integrated with the retail uses on the north. Another area for the development of professional-administrative use is located in the triangle formed by the Southern Pacific right-of-way and Monument Boulevard, where a nucleus of medical offices now exists. While professional offices appropriately would be located in other commercial areas as well, these designated areas should become focal points for office uses.

The regional commercial area is composed of three specific areas. Approximately 60 acres on the east side of Contra Costa is an expansion of the regional facilities now existing with Payless and the Contra Costa Center as the nucleus. The approximate 26-acre portion of the area west of Contra Costa Boulevard anticipates development of specialty shops and uses which are not dependent on a large shopping center dominated by a major department store. Carefully placed parking lots, attractive walks, plazas, and landscaping should encourage pedestrian orientation and the establishment of a commercial group which would be unique in Contra Costa County.

Approximately 11 acres east of Contra Costa Boulevard, north of the proposed Del Webb Center in Concord, is slated for early development as a discount house. A 42-acre area on the opposite side of the Boulevard, now unincorporated, is also about to be developed in a similar manner and will probably be annexed to Pleasant Hill. While essentially a department store and a regional facility, the discount house is a new facet of the ever-changing retail picture. While no long-range trends or analyses are apparent concerning this relatively new type of merchandising enterprise, it is clear that the proposed discount houses will add substantially to the total commercial activity in Pleasant Hill.

When the proposed Del Webb Center is completed, the regional complex of commercial uses in the Concord-Pleasant Hill area will be vastly strengthened and the two cities will attract an increasingly large share of the regional market.

Industrial

At the present time, no industrial area is shown in the Plan within incorporated Pleasant Hill. Large tracts of industrial lands exist in the wide Central Valley and some are shown in the northwestern portion of the General Plan Map within the City of Concord. Future development of these areas will, in effect, accomplish one of the goals of the City by providing jobs and a more balanced community, though not located within Pleasant Hill. At some future date, changes in industrial technology may make certain types of limited industrial or research and development activity attractive to and compatible with Pleasant Hill. Should this occur, the Plan should be revised to reflect this change in its land use policies.

PUBLIC FACILITIES

The location and development of public facilities is one very important way in which public action influences and guides the growth of the City. Good public facilities, well located and designed and constructed at high standards, can do a great deal to encourage a high level of private development.

Schools

Elementary schools are located, in so far as possible, to serve only their own neighborhoods. The Mt. Diablo School District, at the present time, attempts to limit enrollment to 800 students per school. As the school district and the Planning Area become more densely developed and the population growth becomes more stabilized, a standard of a maximum enrollment of 700 students per elementary school should be attained.

Ten new elementary schools, one new intermediate, and one new high school are shown on the Plan. Two of these elementary sites are now being acquired by the school district. Most locations, though not specific, indicate the general site that would best serve the area. The Mt. Diablo Unified School District may be extended to include the service area of the proposed senior high school west of Pleasant Hill Road, or the school may be located in the Martinez District.

Libraries

By the time the population reaches 65,000, Pleasant Hill will require between 29,000 and 36,000 square feet * of library space. The decision as to whether this should be accommodated in a second branch library in

* Derived from Table I, page 18, The Effective Location of Public Library Buildings, University of Illinois Library School, July 1958.

one large central facility will depend on policies of the County Library Department which maintains the system in Pleasant Hill. School library departments, to some extent, serve the needs of elementary school children in their own neighborhoods. One large central library facility would provide better reference facilities than two smaller branches and is generally recommended.

The best location for a library, in terms of maximum use of the facility, is at the center of heavy activity and pedestrian circulation, e.g. the Downtown Core Area. A removed, park-like setting does not encourage heavy patronage. At the time of library expansion, all these factors should be taken into account.

Civic Center

An 11-acre civic center site is shown on the north side of Gregory Lane. The Gregory Lane portion of the site should devote approximately four acres to municipal offices and City uses, which would be conveniently located in relation to the business center. The northern portion of the site could be devoted to cultural uses, including an auditorium and such other buildings as the City desires. The site is included in the special study on the Downtown and Civic Center Area.

Hospitals

A general hospital with a minimum of 300 beds provides a wider range of care, special treatment and over-all medical service at a cheaper rate than smaller facilities with a necessarily limited range of service. Although some people will always desire and support the smaller, strictly local hospital, the Central Valley needs a large general hospital as well. A 300-bed hospital would require a service population of approximately 150,000 people based on the accepted standard of two beds per 1,000 people. (Public hospitals such as the County Hospital are needed in addition to those required by this ratio). This is more than double the projected population 65,000 for Pleasant Hill in 1990. The existing hospital district of which Pleasant Hill is a part, anticipates expanding its Concord Community Hospital from 100 to 200 beds and includes an area with a potential population to support a much larger facility in the future. It is recommended that Pleasant Hill remain part of this district and support further expansion.

Other hospitals serving the area are the John Muir Hospital now being constructed and the Kaiser Hospital, both in Walnut Creek. The Martinez Community Hospital's new acquired site in Pleasant Hill is shown on the Plan. It will be a facility of 100 beds minimum. Existing and proposed facilities will supply 570 beds to serve the Central Valley and Martinez and will be adequate to serve the population until after 1970. In the next few years, area-wide studies should be made to insure that a high standard of service will be maintained thereafter.

CIRCULATION

The circulation plan utilizes three functionally different categories of trafficways. Highways (including freeways, expressways and parkways) will carry primarily through traffic around the community. Thoroughfares will carry traffic around the neighborhoods and to the highways. Collector streets will carry traffic within the neighborhood to the thoroughfares on their periphery, discouraging unrelated traffic from entering the neighborhood.

Highways, as part of the regional network, should generally have limited and controlled access and move traffic at relatively high speed. The Benicia Freeway, Geary Road, and Taylor Boulevard are designated as highways. The final solution for Geary Road should depend on a detailed study of traffic distribution to and from the proposed Pleasant Hill Rapid Transit Station and on the State study of a new regional route.

Major thoroughfares of four to six lanes should be designed to carry the necessary peak hour loads efficiently. Contra Costa Boulevard and Pleasant Hill Road north of Taylor Boulevard require six lanes, or four lanes divided, to carry the projected traffic loads. When the State study, regarding a regional connection between Walnut Creek and Clayton Valley, is completed, the role of these two major thoroughfares will be clearer and the circulation element of the Plan should be reviewed at that time. Major thoroughfares are spaced at intervals of approximately one-half to one mile. Those thoroughfares following existing rights-of-way, such as Boyd Road, and Oak Park Boulevard, should be improved to four lanes in the near future. The time when Reliez Valley Road will require improvement, on the other hand, will depend on development of the hill to the west and is some years in the future.

It should be noted that the thoroughfare network, shown in the Vinehill-Pacheco area, only partially within the Planning Area, results from the recommendations of the Pleasant Hill Public Works Department and the County Public Works Department rather than the recommendations of the Consultant.

The Bay Area Rapid Transit District includes the three counties of Contra Costa, Alameda, and San Francisco. The first experimental line will soon be built along the old Sacramento Northern Railroad right-of-way from Geary Road to central Concord where new equipment and methods of operation will be tested. The future Pleasant Hill Station will be built east of the Benicia Freeway and north of Geary Road.

The latest estimates (May 1964) from Parsons Brinckerhoff-Tudor-Bechtel, consultants to the district, indicate approximately 6,000 passengers will board and alight at the Pleasant Hill Station on a peak day in 1975. By 1980, patronage is projected to increase to approximately 9,000 on a peak day. The Nolte origin-destination study of Pleasant Hill projects 3,300 work trips to the San Francisco-East Bay Area by Rapid Transit in 1980. This would total between 6,000-7,000 trips in both directions. Most of these trips would be made from the Pleasant Hill Station, although depending on its final location, some may be made from the Lafayette Station.

Within the next few months, detailed "Station Patronage Sector Studies" will be undertaken by Parson Brinckerhoff-Tudor-Bechtel for the Pleasant Hill area and a final location will also be chosen for the Lafayette Station which will influence the patronage at the Pleasant Hill Station. These studies will lead to detailed analysis of patronage, including means of transportation to the station, and origin of trip by small areas. Such a study has been completed for the Walnut Creek Station already. When these studies are completed, a more refined traffic analysis can be made.

The Rapid Transit system will be an integral part of the total circulation system. Its utility and convenience will be increased if the system of streets and thoroughfares distributing traffic to and from the station are carefully designed for maximum efficiency. When the detailed analysis of patronage becomes available, further study should be undertaken jointly by all the jurisdictions concerned.

SPECIAL STUDIES

DOWNTOWN AND CIVIC CENTER

The Downtown and Civic Center Area is divided by the Benicia Freeway. West of the freeway, it is bounded by Woodsworth Lane on the north, Cleaveland Road extended on the west, Boyd Road on the south and the freeway on the east. West of the freeway, it includes the Contra Costa Center and the proposed commercial expansion area to the south. The "core area" refers to the 37-acres bounded by Gregory Lane, Cleaveland Road extended, Boyd Road and Contra Costa Highway. Twenty-five acres of the "core" (plus 1.4 acres at the north-east corner of Gregory Lane and Contra Costa Boulevard) are proposed to be developed as part of the regional commercial complex. An additional 5 acres on the north side of Boyd Road, proposed as a focus of professional and administrative offices, would, in effect, be part of the regional complex as well. Seven acres of the "core" are proposed as high density residential.

The Civic Center site of 11 acres is immediately north of the "core" between Gregory Lane and Woodsworth Lane. To the south of the "core", and including most of the area designated as professional-administrative, is an area containing blight. Deteriorated structures, mixed uses, and inappropriate parcel shapes and sizes are all evident. This area may well qualify as a federal urban renewal project. The map on the opposite page shows the various areas and their relationships to the circulation system and to the other inter-related uses in adjacent areas.

The Core

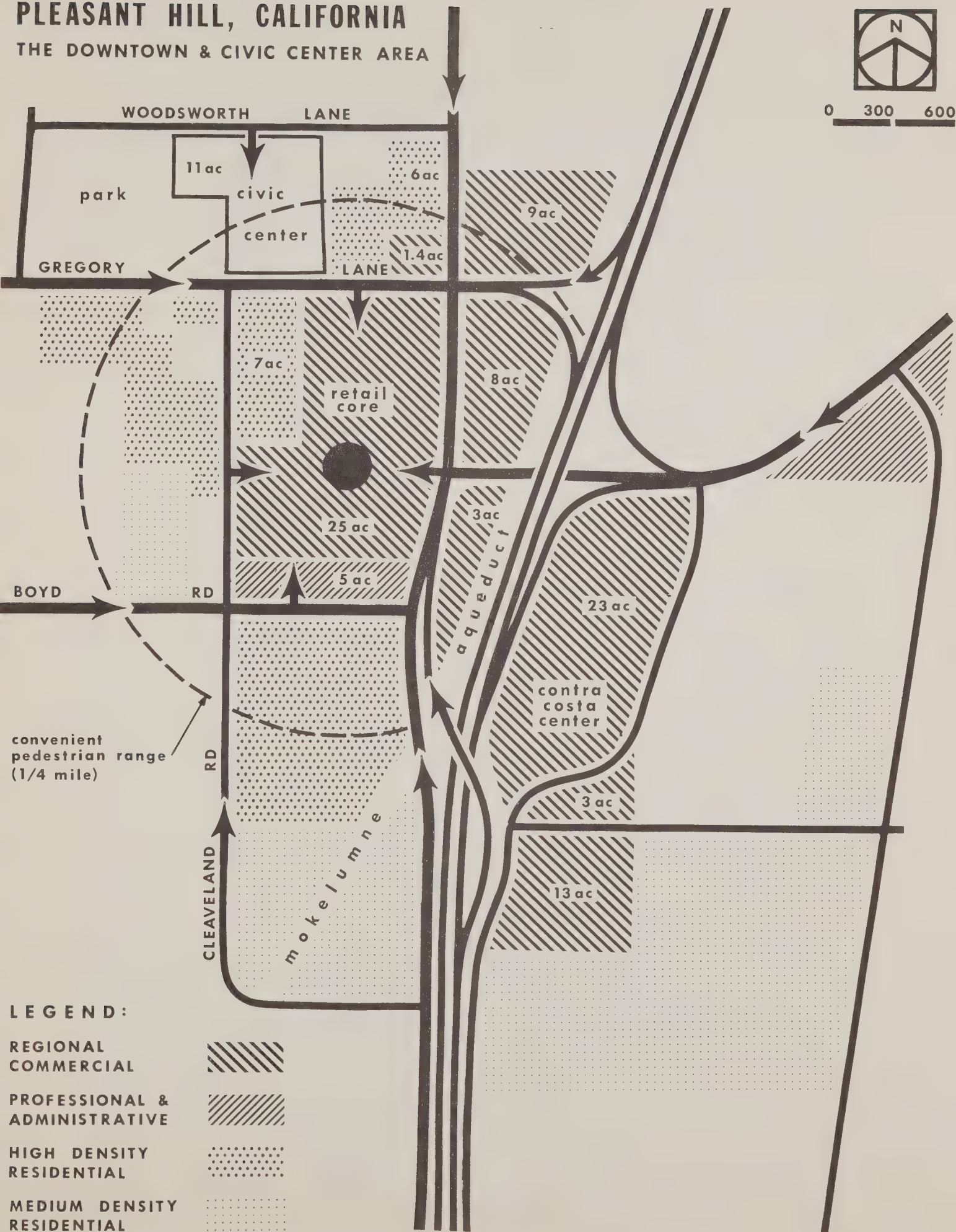
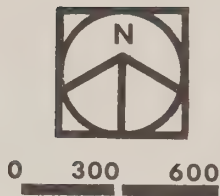
The 25-acre commercial portion of the core will be an integral part of the regional commercial complex. Allowing for a three to one parking ratio approximately 275,000 square feet of retail selling space could be built. Parking for approximately 2,000 cars and adequate landscaping and pedestrian ways would be provided. Accessibility of the area from all portions of the service area will be an important factor in its development and success. The Plan shows a redesign of traffic movements. The off-ramp at Gregory Lane provides northern access; a main entrance into the parking plaza should be located opposite the Monument Boulevard intersection with Contra Costa Boulevard to provide the easiest possible access from Concord and the east. The elimination of the on-ramp for southerly traffic at Boyd Road and the realignment of North Main Street will facilitate traffic movement at this point to the south. The existing over-pass off-ramp would remain. Cleaveland Road, extended north to Gregory Lane, will be the western boundary of the core and complete the perimeter circulation system, providing free movement in and out of the commercial core in all directions.

Inter-Relation

A customer desiring to shop in the Contra Costa Center and in the new proposed commercial core will have to travel one-quarter mile or more between stores. This distance greatly exceeds the empirically established

PLEASANT HILL, CALIFORNIA

THE DOWNTOWN & CIVIC CENTER AREA



maximum of 800 feet that customers are willing to walk. It appears that all movement between these two focal points will be by private automobile travelling on Buskirk Avenue and Monument Boulevard. In order to overcome the geographical separation and to exploit the potential of both areas to the fullest, automobile movement must be carefully controlled at the intersection of Buskirk and Monument Boulevard where congestion could be a serious impediment to free circulation. The construction of the proposed new street along the railroad right-of-way would permit circulation to enter the Contra Costa Center from Hookston Road as well and relieve the Buskirk Avenue entrance. This will be doubly important as commercial development expands south of the existing center.

The City could significantly influence the development of the core by the development of the Civic Center immediately to the north and the redevelopment of the southern portion of the core. Adequate parking, landscaping and well designed buildings in these two areas would give impetus to private redevelopment at equally high standards in the remainder of the core area. The commercial core would be well related to the Civic Center and together they could form a distinguished center for Pleasant Hill. The high density area adjacent to and integrated with the commercial core would provide additional market for new retail enterprises and, in turn, convenience to the retail core would be an incentive for high density development.

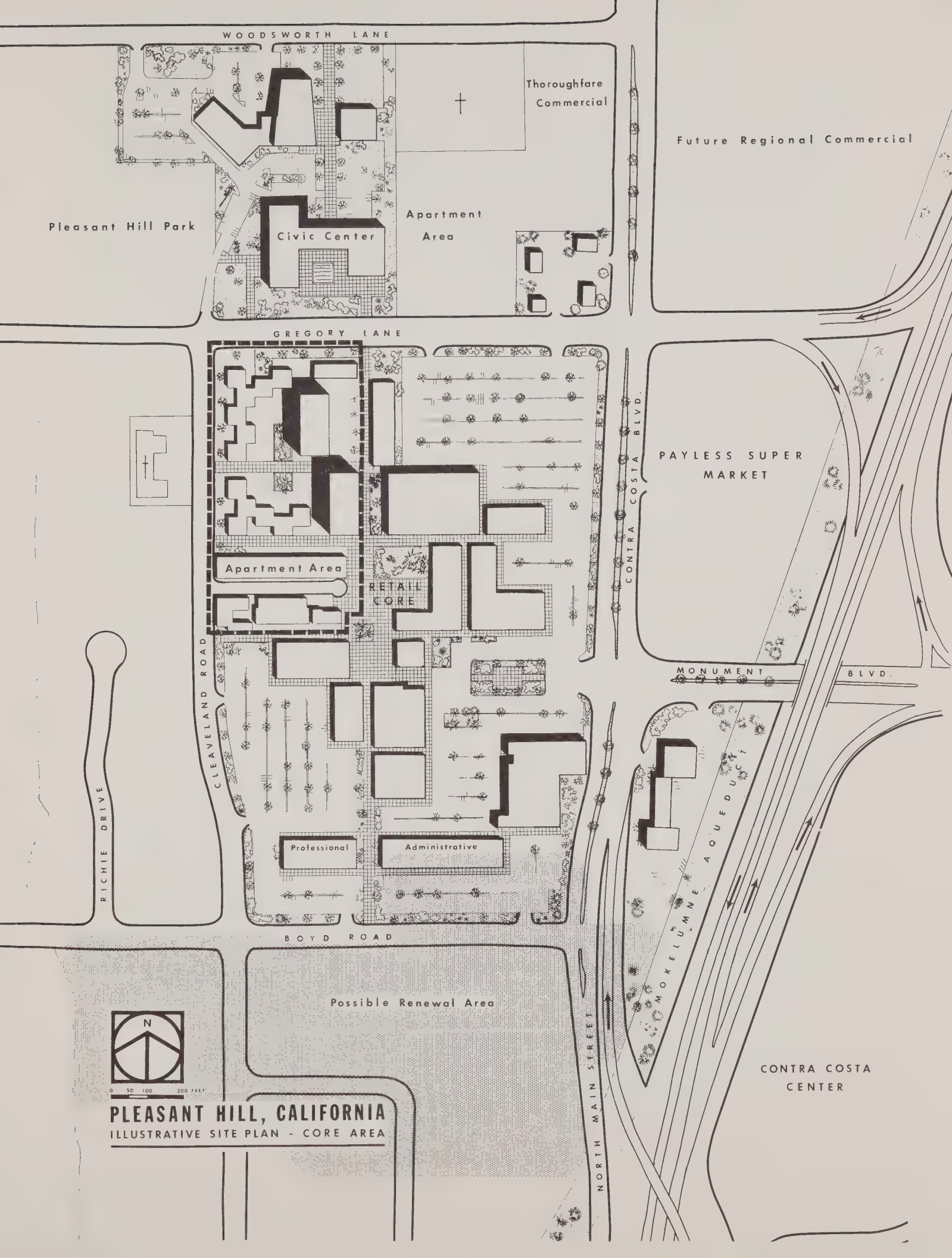
The approximately five acres of professional-administrative use shown on Boyd Road would provide potential retail customers as well. The illustrative site plan on the opposite page shows one way the new commercial area might be developed. The type of uses which would locate in this new core will, to a large extent, depend on factors beyond the General Plan. It is our recommendation that encouragement be given to the development of a specialty shopping area. Such a development would complement the existing regional commercial uses and satisfy a regional need for such a complex in Contra Costa County. Two developments which serve as examples of this type of development are the Town and Country Shopping Center in Palo Alto, and Santa Cruz Avenue in Menlo Park, both successfully operating close to regional shopping centers. The first was designed and built as a unit, with on-site parking, while Santa Cruz Avenue was a gradual expansion and upgrading of an existing shopping street. The successful development of this shopping area was made possible by the provision of public parking plazas.

RECREATION

The Pleasant Hill Recreation and Park District comprises an area almost identical with the Planning Area of the General Plan. The assistance and cooperation of the Board of Directors of the District and Superintendent, Jimmie E. Swendig was helpful in the preparation of this study.

Recreation and Park District Facilities and Plans

The District owns approximately 34 acres and leases 23 more. A need for



WOODSWORTH LANE

Thoroughfare
Commercial

Future Regional Commercial

Pleasant Hill Park

Civic Center

Apartment
Area

GREGORY LANE

Apartment Area

RETAIL
CORE

PAYLESS SUPER
MARKET

CONTRA COSTA BLVD.

MONUMENT

BLVD.

RICHIE DRIVE

CLEVELAND ROAD

Professional

Administrative

BOYD ROAD

Possible Renewal Area



PLEASANT HILL, CALIFORNIA
ILLUSTRATIVE SITE PLAN - CORE AREA

NORTH MAIN STREET

MOKELUMNE AQUEDUCT

CONTRA COSTA
CENTER

three more parks of between 10 and 15 acres is recognized for the near future. This would bring the total to 9 parks of approximately 100 acres. The present population of the Planning Area is estimated to be 31,500. By 1970, it is projected to 48,000 people. If the three new parks are built by 1970, there would be roughly 2 acres of park per 1,000 people. If private recreational facilities and school playgrounds are included, this figure would be approximately 7 acres per 1,000 people. It is impossible, however, to determine the future disposition of privately owned facilities such as the golf courses totaling 216 acres in Pleasant Hill. By 1970, acreage now in private recreation use may have been subdivided and occupied by residential development. The improving of leased land for recreation use, unless there is a firm lease-purchase agreement, could result in the loss of costly facilities at some future date. Purchase of sites is, in the long run, the only sure and economical way of reserving the necessary land for recreation.

Determination of Standards

In a rapidly growing and urbanizing area such as Pleasant Hill, long-range standards are often difficult to determine and once determined, difficult to meet. However, as urbanization continues and open space disappears, the demand for recreation facilities will become increasingly pressing, and area for public recreation will become more difficult and expensive to obtain. Therefore, an evaluation of present and future needs related to predicted population is important at this time.

The Guide for Planning Recreation Parks in California by the California Committee on Planning for Recreation, Park Areas and Facilities provides a basis for determining recreation space standards by relating needs to the population to be served and to the distribution (density) of population.

Two types of parks are suggested by the Guide and generally accepted throughout the State: 1) neighborhood recreation parks, generally serving an area equivalent to an elementary school service area, and 2) community recreation centers for the service area of six or seven neighborhood parks.

The size of parks and the service area suggested by the "Guide" are:

Neighborhood Recreation Park

Population served:	2,000 to 2,500
Service radius	: 1/4 mile
Size	: adjoining school, 6.5 acres separate location, 16.3 acres

Community Recreation Park

Population served:	15,000
Service radius	: 1 mile
Size	: adjoining school, 20 acres separate location, 33 acres

The Concord General Plan adheres to these size standards but extends the service radius of neighborhood facilities to 1-1½ miles and includes from 3,000 to 5,000 people. Community recreation facilities would serve 25,000 people. The extended service radius and higher population is partly a reflection of the larger elementary school service area and enrollment for elementary school in the Mt. Diablo Unified School District. Almost total single-family development with a backyard for each dwelling somewhat reduces the need for neighborhood facilities, as well.

A comparison of the California Guide standards for the amount of park land needed and existing park lands in Contra Costa County is given below:

Recreation Standards in Contra Costa County Compared with California Guide		
	Park Standards (Acres Per 1,000 People)	Existing Development (1963) (Acres Per 1,000 People)
Pleasant Hill Recreation and Park District	10.0 <u>1/</u>	1.8 park land 9.8 park land, school parks, & golf courses
Concord	3.3 <u>2/</u>	0.86 park land 1.94 school parks & park land
Walnut Creek	2.5 <u>3/</u>	1.32 park land 5.07 school parks & park land
California Guide	4.3-9.3	---

Recommendations

The concept of differentiation between neighborhood and community recreation centers has developed because each type of facility serves special recreation needs more efficiently. This concept has been adopted as a basic policy by both the Planning Commission and the Recreation District.

The area of recreation sites should be related to the population it will serve and the highest achievable area standards should be the goal. The California Guide recommendations, as to size of individual parks, have been modified slightly in the following recommendations. Service areas have been modified as well, in line with the residential pattern and school service areas of Pleasant Hill.

1/ Source: General Plan--Pleasant Hill Recreation and Park District.

Includes all recreation facilities, both public and private.

2/ Concord General Plan

3/ Walnut Creek General Plan

The table below compares the Guide standards and the standards recommended for Pleasant Hill indicating current need for a population of 30,000. By 1980, these acreages will need to be doubled.

	California Guide 30,000 Population				Recommended for Pleasant Hill				
	Service Pop.	No. of Parks	Acres Per Park	Total Acres*	Service Pop.	No. of Parks	Acres Per Park	Total Acres	60,000 Pop. Total Acres
Neighborhood Park	2,000- 2,500	12-15	6.5- 16.3	90 220	2,500- 3,000	10-12	5-15	55- 165	110- 330
Community Park	15,000	2	20- 30	40- 60	15,000	2	15-30	30- 60	60- 120
Total				130- 280				85- 225	170- 450
Acres per 1,000 pop.				4.3 9.3				3-7	3-7

In each case the lower figures are a result of efficiencies to be realized by joint use of certain school play area facilities, particularly court game areas. While school play areas do not reduce the number of park areas needed, the efficiencies and advantages of adjacent locations and cooperative use indicate that Pleasant Hill should utilize this advantage. This has been done very successfully at Pleasant Oaks Park already. Using the more efficient system wherever possible, Pleasant Hill should attain approximately 4 to 5 acres of recreation land per 1,000 people.

Examining the existing facilities in the Park District, it appears that both Pleasant Hill Park and the Pleasant Oaks Park, combined with the tennis courts built by the District on school property, function as community facilities. Rodgers-Smith Park is a neighborhood center and is the only one now in operation in Pleasant Hill. The use of Hillsdale Park as a neighborhood recreation center may be limited by its rugged topography. Its function as a green area and community picnic area may be more important. Pleasant Hill has a very high percentage of its population in the lower age groups and the projected age composition indicates negligible change over the next 15 years. A great need for more neighborhood facilities to serve the pre-school and elementary age children exists now and will become more acute in the near future. The possible development of Briones Hills Regional Park and other County parks in the area surrounding Pleasant Hill may reduce the need for some facilities in the community recreation centers, primarily group picnic areas, but will not reduce the total number of parks needed or the area requirements significantly over the next 20 years.

* Acres multiplied by average number of parks.

The General Plan shows approximately 260 acres of park lands or approximately 4 acres per 1,000 people within the Planning Area. If school playground facilities, which are of limited recreational use, and private golf courses are added to the total, a ratio of approximately 8 acres per thousand is achieved. The publicly owned land included within the Contra Costa Canal right-of-way and the Mokolumne Aqueduct right-of-way are included in the recreational element of the Plan. It must be recognized that these lands cannot be a part of the recreation system until their long term use is secured for recreation use by the City or the Park District, and until they are substantially improved. The Canal, as it now exists, is both ugly and dangerous. In areas that are desirable for recreational use, water should either be piped or otherwise made safe and attractive. The use of this right-of-way as a hiking and bicycle trail connecting schools and parks would be a distinct asset to the recreation plan of the City.

The proposed regional parks--Las Juntas Park on the northern boundary of the Planning Area and Briones Hills Park, west of the Pleasant Hill Planning Area and not on the General Plan Map will greatly enhance the recreational opportunities available to the citizens of Pleasant Hill.

CARRYING OUT THE GENERAL PLAN

The General Plan is the culmination of many months of work by the Citizens' Review Committee of Pleasant Hill, the City staff, the City Planning Commission, and the City Council. Much patient thought and effort has been devoted to devising a plan which would reflect as closely as possible the composite picture that the residents of the community have of their future community. The realization of the Plan will depend on both private and public action. The programs and devices which the City should utilize to influence or control development, both private and public, are outlined in this section.

ZONING

The Zoning Ordinance is one of the most important tools the City uses to control development by regulating the use of land, heights and volumes of buildings and open space around building. It sets a limit to the density of population by enumerating the allowable number of residential units (lots or dwelling units) per acre in the various sections of the City. Zoning can regulate the exterior design of buildings as well. The Zoning Ordinance must ensure high standards of development without unduly restricting private initiative or resulting in excessive development costs.

The General Plan sets the long-range policy regarding land development and the relationships between the various uses and is the official guide for all city ordinances dealing with land development. The Zoning Ordinance is a specific law and regulates public and private action today. It must, of necessity, be less comprehensive and more detailed than the General Plan. The Zoning Map and Ordinance should closely reflect the policies and land use relationships expressed by the General Plan.

The first Zoning Ordinance regulating the Pleasant Hill area was the County ordinance in force for many years before the City incorporated. The County ordinance was, of necessity, adopted as its first ordinance by the newly formed City of Pleasant Hill. Later, some revisions were made, such as removing residential uses from the permitted uses in commercial zones to bring the ordinance closer to the standards the City desired to maintain. The new Planned Unit District is an important addition.

However, comprehensive revision should be made in the next year to enable the ordinance to carry out the recommendations in the newly adopted General Plan. The General Plan will be the official guide for all individual zoning ordinance changes in the meantime.

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However, comprehensive revision should be made in the next year to enable the ordinance to carry out the recommendations in the newly adopted General Plan. The General Plan will be the official guide for all individual zoning ordinance changes in the meantime.

Examples of specific fields to be covered in the comprehensive revision are:

- . Residential zones--elimination of non compatible uses now permitted.
- . Multiple residential zones--requirements for the provision of usable open space and for architectural review of plans.
- . Commercial zones--sign control, parking and landscaping requirements and architectural review of plans.
- . Amortization of non-conforming uses in all zones.
- . The formation of some new zones to conform to modern zoning practices.

SUBDIVISION

The character of new areas to be developed in Pleasant Hill will be established largely by new subdivisions approved by the City Planning Commission and City Council. Modern subdivision regulations are as vital to the City as modern zoning regulations. The Subdivision Ordinance should implement the General Plan by requiring new development to adhere to modern subdivision practices and to incorporate the circulation system and the private and public facilities shown on the General Plan.

- . Design standards of the existing ordinance should be studied and revisions made where advisable.
- . The classification of streets should be made to conform to those shown on the General Plan and required right-of-way widths should be revised.
- . Access to thoroughfares should be limited and frontage roads should be required unless lots back onto such thoroughfares.
- . Street trees should be required in all subdivisions.
- . Extra depth should be required where lots back onto thoroughfares, shopping centers or public facilities.
- . Underground or rear lot line utilities should be required.
- . Design standards should be established for hillside subdivisions which would recognize both the problems and the opportunities of such steep land development.
- . Subdivision design standards should be established for non-residential subdivisions.

ANNEXATION

The prime aim in determining the optimum area of jurisdiction of any City is to find the factors that delimit the bounds of incorporation beyond which it is not economically or functionally desirable to annex. Pleasant Hill, and the other cities which vie to annex the same areas, should also determine reasonable and equitable boundaries among themselves. Where two or more jurisdictions could extend utilities and services into the same area with equal ease, attention should be paid to rounding out existing city limits. Care should be taken to avoid fingers of one city extending into another. Topography, water service areas, and existing and proposed street networks should be considered. Extensions of Pleasant Hill should not be piecemeal but should encompass the whole of an area where it is reasonable and possible to extend services.

Although agreement has not been reached regarding acceptance of the Martinez-Pleasant Hill Boundary Study completed in March 1963, Pleasant Hill should continue to attempt to come to an agreement with Martinez. The City should also undertake joint studies with both Walnut Creek and Concord. If firm agreements are reached among the existing cities, a stability would result which would do much to allay the fears of "annexation grabs" now held by the residents of many unincorporated areas.

CAPITAL IMPROVEMENT PROGRAM

The General Plan for Pleasant Hill shows major capital improvement to serve the City at a population of 65,000. Some of these improvements are needed immediately and others won't be needed until some time in the future. A capital improvement program should be prepared by the City using the General Plan as a guide. This will set priorities for improvements and allow special districts and private developers to coordinate their plans with those of the City. Those projects with a high priority would then be eligible for detailed engineering study and cost estimates. It is clear that the independent special service districts, now responsible for many of the services and facilities in Pleasant Hill, make coordinated capital improvement planning difficult. As early as possible the City should make its desires known and its plans available to all the various districts in order that the greatest possible cooperation and coordination will be achieved. Preliminary analysis indicates that official plan lines should be established and land acquisition and improvements scheduled for the following projects in the near future.

- . Cleveland Road extension from Boyd Road to Gregory Lane.
- . Gregory Lane widening to four-lane pavement.
- . Boyd Road widening to four lanes from North Main Street to Kahrs Avenue.
- . Kahrs Avenue extension northward to connect with Lucille.

REFERRAL

Referral is the procedure by which the Planning Commission reviews public land purchases or development programs for conformity with the adopted General Plan, whether such actions have or have not previously been included in a capital improvement program. This important procedure, provided for in the State Planning Act, enables public improvements to proceed in accordance with the Plan, and helps to eliminate conflicts between proposals by various city departments and other public bodies such as the school board, the County and the State. It is extremely important in Pleasant Hill, where many facilities are provided by special districts, that the Planning Commission be consulted early in all project planning to make Referral effective.

URBAN RENEWAL

Pleasant Hill should utilize any federal aid programs that are available to it in order to remove the limited blighted conditions which exist and to conserve its generally sound and high quality development. Among the federal programs, underwritten with financial assistance, are the following:

- . Redevelopment loans and grants available to aid in assembling and clearing badly blighted areas and replanning them for new uses.
- . Rehabilitation and conservation. Assistance ranging from federal grants to special F. H. A. insurance available to aid in the upgrading and preservation of areas where signs of blight have appeared but where sound values make clearance unadvisable and rehabilitation practical.
- . Community Renewal Program. The Federal government will provide financial assistance to the community to enable it to make a careful appraisal of its development and redevelopment needs and the civic resources, financial and legal, for meeting such needs. The result of such a study would be a long-range program for bringing financial, social and legal resources of the City to bear on the objective of sound development and blight elimination.
- . Other programs. Special urban renewal programs exist to aid in planning and renewal in the neighborhoods of universities and hospitals. Assistance in solving public transit problems is also available. The City should explore these programs in order to determine which, if any of them, will enable the City to make faster progress in the achievement of its planning goals.

The City of Pleasant Hill has already established an Urban Renewal Agency and has investigated the possibility of a federally assisted program. The area that most appears to need improvement, and is most obviously "blighted" is in the vicinity of Boyd Road and Contra Costa

Boulevard. Along Boyd Road, between Contra Costa Boulevard and Cleaveland, conditions exist which are detrimental to community development. The area is characterized by structures well below the building code--poor plottage, inadequate drainage, etc. Streets are generally substandard, and some are only private easements totally unimproved. Access in and out of the area is hindered by the inadequate design of Boyd Road, Contra Costa Boulevard and the State Freeway on-ramp. Redevelopment of this area will provide impetus for private action in the commercial core area to the north. Based upon preliminary investigations, the economic feasibility, as well as the community benefit from a project in this area, appears very favorable.

FUTURE PLANNING PROGRAM

An effective planning program requires that detailed studies of various areas of the City and of various phases of development be made from time to time. These studies will be more specific in the nature and in their recommendations than the General Plan and will cover a shorter time period. Federal aid is available for most of them through the State Local Planning Office. Pleasant Hill should undertake the following studies at the earliest possible date:

- 。 Comprehensive revision of the subdivision and zoning ordinances.
- 。 Detailed development plan for the core area bounded by Gregory Lane, Contra Costa Boulevard, Boyd Road and Cleaveland Road extended. Recommendations for the provision of off-street parking should be included.
- 。 A long-range Civic Center Plan, including cultural facilities based on a study determining future municipal needs.
- 。 More detailed development plans for all residential planning areas.
- 。 As information becomes available from the State Division of Highways, future regional traffic patterns and their effect on Pleasant Hill can be determined. Detailed traffic analysis and thoroughfare study should then be made. This should be done in cooperation with all jurisdictions concerned with the complex traffic problems of the area.

Subsequent to the studies listed, it will be necessary to undertake comprehensive revision of the over-all General Plan within five to ten years, depending on Pleasant Hill's growth and the changes of policy that may occur in the City. Annual review of the Plan by the Planning Commission and the City Council will enable the City to measure progress during the year and to consider any proposed or necessary revisions.

APPENDIX A: SUMMARY OF CITIZENS' REVIEW COMMITTEE REPORTS

Co-Chairman: Richard J. Donovan James B. Wells

I. GENERAL CHARACTER

Jewel King, Chairman
Thomas F. Dietzel
Beryl Lloyd
Paul Tuft
William B. Treadwell
Vallie Whitfield

IV. INDUSTRIAL AREAS

Frank Lloyd, Chairman
H. H. Harr
Bob Harrison
Bob McAulay
Sam Wilson
Ivan E. Wood
Jim Wyrick

V. COMMUNITY FACILITIES

Doris F. Smith, Chairman
Troy G. Grove
Lynn Lewis
Ruth Roskelley
Franklin Rude
Mary Rude
Margaret Tuft

VIII. PARKS AND RECREATION

Floyd Packer, Chairman
Tom Butterfield
Richard Cooper
Clifford Egan
Mildred Eisen
Bob Hendrickson
Neville R. Hughes
Annette Koch
JoAnne Packer

XI. ANNEXATIONS

Jim Maguire, Chairman
H. E. Hockett
Margaret MacLane
Fred Marlar

II. RESIDENTIAL AREAS

Dione Mustard, Chairman
Roy Andreen
Charles Alancraig
George Connell
Dick Cook
Jack Corder
Eckley Craig
Craig Harper
Ruth Kerns
Gene Logan
Jane Logan
T. G. Masterson
Robert Pedersen
Marie Toasperm
Marion Corder

VI. THOROUGHFARES AND
STREETS

Russell Cook, Chairman
Rachael Levesque
Alan MacLane
Herbert Smith
Jim Roop

IX. TRANSPORTATION AND
RAPID TRANSIT

Ruth Dawkins, Chairman
Lois Dean
J. E. Eicher
David E. Fisher
Larry Pinard
Ida Shaw
Ronald Terry

XII. WAYS AND MEANS

Bob Martincich, Chairman
Fred J. Clark, Jr.
D. H. Emanuelson
Dr. Samuel Gross
Eugene Ingalls
Dianne Kuntze
Bruce Robertson

III. COMMERCIAL AREAS

Bob Harman, Chairman
Armand Annereau
H. R. Goodenow
Curt Hangaard
Bob Hargrove
John Harper
Bill Irwin
Milton Kogelschatz
J. M. Nesbit, Sr.
Bob Van Galder
Dr. Neil L. Wilson

VII. CITY BEAUTIFICATION

Chrys Dowell, Chairman
Comfort Berry
Sara Bond
Sterrett Burgess
Betsie Crothers
Audrey S. Davis
John Didier
Doris Hendrickson
Karl Knudson
George Steadman
Mary Steadman
Iona Wheable

X. ORDINANCE REVIEW

Harry Lohstroh, Chairman
Ellen Annereau
Ted Alverson
Katherine Armstrong
William E. Cowell
Patricia Smith

XIII. SPECIAL DISTRICTS

Arthur Bacigalupo, Chairman
Frank Yelich

I. GENERAL CHARACTER OF PLEASANT HILL IN THE FUTURE

1. Residential areas: The low density residential character should be maintained by proper zoning. Multiple dwellings should be controlled by setting standards of landscaping and beautification and should be used as a buffer between residential areas and the central commercial complex.

2. Commercial areas: Commercial development must be encouraged as our best source of revenue. It should be centralized, and spot and ribbon zoning should be avoided.

3. Industrial areas: Only carefully selected light industries should locate in Pleasant Hill.

4. Community facilities: Parks and facilities should be provided for family and teenage activities. A centrally located civic center and a cultural center building are needed.

5. Thoroughfares and streets: Crosstown traffic patterns should be improved by the addition of wider through streets. Access to shopping areas and parking facilities should be provided. Freeway exits and entrances should be improved.

6. City beautification: Private initiative should be encouraged to beautify the City. Specially planned shopping centers, park developments for multiple dwelling, and controlled industrial designs should be used.

7. Parks and recreation: More development of existing park sites is possible. A teenage center is needed and, in time, other facilities such as golf courses might be provided.

8. Transportation and rapid transit: The City should support and cooperate in the development of the Rapid Transit System.

9. Ordinance review: New provisions regarding remodeling of residences should be added to existing ordinances.

10. Annexation: Areas needed for present use, desirable for future growth, or needed to protect the City from undesirable development, should be annexed.

II. RESIDENTIAL AREAS

The single family residential character of the community should be retained and standards should be set to enhance living conditions in Pleasant Hill. A commercial center is needed to provide the necessary goods and services for our citizens as well as to furnish additional revenues. Pleasant Hill is the logical spot for a cultural center for Central Contra Costa County and all efforts should be made towards achieving this goal. Variances and spot zoning should be discouraged, and no more commercial or multiple zone changes should be granted until the General Plan has been adopted.

Specific recommendations to achieve the desired residential community:

1. The improvement of residential streets by traffic control, sidewalks where appropriate, adequate lighting and identification, and a general high standard of development and maintenance are recommended. Front yard garages should be discouraged.

2. School and park facilities should be coordinated where possible.

3. Green screens should be provided by developers between non-residential uses and residential areas, and between homes and major thoroughfares.

4. Such uses as medical and dental buildings and rest homes should be in transitional zones and not scattered throughout residential areas.

5. Homes in residential areas should not be converted to business uses.

6. Cocktail lounges should not be allowed in neighborhood shopping centers.

7. The conversion of garages into family rooms should be contingent on under-cover parking for two cars being provided.

8. Individuality in residential design should be encouraged, but the Planning Commission should check plans to ensure consistency with the surrounding community.

9. Subdivision regulations should apply to the construction of homes on two or more adjacent lots by one builder.

10. To avoid congestion in residential areas, churches should be located on main thoroughfares and provide adequate off-street parking to supplement available street parking.

11. Trees in new subdivisions should be preserved as far as possible, and tree planting by private citizens should be encouraged.

12. In new subdivisions, through streets should by-pass the main residential areas; rapid traffic through the neighborhoods should be prevented by design.

13. Density in new subdivisions should be controlled; average lot size should be 10,000 sq. ft., with a minimum of 7,000 sq. ft.

14. Common areas, provided and landscaped by the developer and maintained by the participating homeowners, should be encouraged. Other park areas should be provided by the developer when the City deems it necessary.

15. The developer should consult with the school district in order to reserve the necessary future school sites.

16. The developer should be required to provide vertical curbs and sidewalks, except in extremely hilly areas.

17. Underground utility wires should be used in new subdivisions; if impossible, backyard poles should be used.

18. Undercover parking for two cars per home should be required.

19. New streets should be a minimum of 40 feet, with collector streets of 54 to 60 feet. Three-way, rather than four-way, intersections should be used.

20. Front yard setbacks should vary with the average approximately 5 feet deeper than the minimum. Side yard requirements should be based on distance between homes (in no case less than 20 feet).

21. Trailer parks are inconsistent with the character of Pleasant Hill and should be prohibited.

22. Apartment construction should be limited to approximately ten per cent of the total dwelling units in 1970 and approximately 15 per cent in 1980.

23. Apartments should not be permitted in commercial areas. They should be constructed relatively close to trading centers and not scattered throughout single-family areas.

24. External appearance of apartments should be controlled by ordinance.

25. The developer should provide 150 square feet of landscaped area per apartment unit.

26. One undercover parking space per apartment and over-all parking of one and one-half space per apartment should be required.

27. Adequate play area, laundry, and screened drying areas should be provided for all apartments.

28. Condominiums should be encouraged as a desirable type of development.

29. Single-story duplexes would provide an ideal transition between multiple or commercial and single-family areas.

III. COMMERCIAL AREAS

1. Pleasant Hill desires to increase its revenue from retail sales tax; therefore an enlarged but concentrated commercial core was one of the first areas of agreement.

2. Three types of commercial areas were considered: neighborhood business, strip commercial zoning, and the concentrated retail area--the large shopping center.

3. Neighborhood businesses are essential to cater to the daily service requirements of surrounding residents. Future annexations or development in Pleasant Hill should include plans for contained neighborhood shopping centers. Zoning control should bar their expansion along traffic arteries to form commercial strips. Location standards for new centers should be set based on distance from existing shopping. Architectural control may be desirable to ensure compatibility of the neighborhood commercial area with the surrounding residential area.

4. Strip commercial installations are neighborhood centers of but one dimension: length. These are largely the result of lack of planning, and they are often superseded and become business slum sections. Contra Costa Highway from Monument Boulevard to Taylor Boulevard, a typical strip development, presents a disorderly showcase to those who enter the City on Highway 21. Random growth of a strip development is also typified by traffic problems such as the congestion at the intersections of Highway 21 with Doray and Vivian Drives.

The widening of the highway will place it directly against the residentially developed lots of the two existing subdivisions. While various commercial interests may desire to commence conversion of these residences to commercial uses, this committee recommends no further additions to the present strip without due regard for present problems and the regional commercial potential as well. Extreme care to prevent piecemeal commercial development is recommended in these two residential sections, where such development would take place to the detriment of other residences to the rear and to the further complication of traffic circulation.

5. The regional shopping center: The intersection of Monument Boulevard and Contra Costa Highway, with its present commercial development, attracts this committee for its potential future growth. The Contra Costa Shopping Center along Monument Boulevard already contains an establishment of national importance, with many other businesses planned. North of the intersection, forming part of the strip previously mentioned, is an important supermarket.

The area is bisected by a freeway, under construction. Plans call for access north from Monument Boulevard and exit to Gregory Lane and Highway 21 north. It is felt that this freeway, collecting not only from the entire Central Valley, but from Eastern Contra Costa County as well, with its planned exits and on-ramps in Pleasant Hill, should be converted to a local asset by locating a regional shopping center here--since a regional shopping center contemplates serving an area some 10 to 15 miles in radius and should therefore be planned for an area easily and quickly reached from such distances.

This committee recommends immediate attention to an enlargement of the Monument commercial area on a scale to serve the entire Central Valley, thus to prepare Pleasant Hill for its role some twenty years ahead.

To let the present business area expand without active guidance and support, in a random fashion, will lead to a simple extension of the present strip development. Many years of this will find the surrounding territory ultimately usurped through commercial pressures, but leaving the city with insoluble problems in the future due to lack of control and advanced planning. The development of a suitable sales tax base will be correspondingly slow.

The total area to be allocated to this development should now be delineated, so that an equitable conversion of the area can take place on an orderly basis. This in turn will permit planned traffic circulation patterns. It will permit stabilization of the surrounding areas resulting from the certain knowledge of commercial limits.

The territory considered best for expansion is the portion west of Highway 21 to a western line generally formed by extensions of Cleaveland Road, from Oak Park Boulevard to the south to Woodsworth Lane on the north, with the entire area dedicated to commercial development on a modern basis.

It is recommended that the City take such immediate steps as necessary to control any contemplated changes or additions within the boundaries outlined, until zoning can be accomplished, for the purpose of preserving the area for the conversion. Among the devices commonly used for this purpose are requirements for use permits, and architectural reviews.

Realizing that commercial zones require adequate perimeter buffering, it is further recommended that the City examine all applications for use directly bordering the outlined zone, with a view toward mutual protection of this and surrounding residential installations.

Having accomplished the foregoing, the committee believes inducements should be offered to developers to encourage early planning, including the attraction of one or more large, well-known retail commercial tenants. The local Chamber of Commerce should also enter this phase aggressively.

Some of the factors entering into traffic distribution for the proposed Regional Shopping Center will include accommodating to possible future Rapid Transit facilities, adequate parking and storage within the City, and improved access between the west and east sides of the freeway. This latter may require consideration of an additional overpass, or suitable changes in the present Oak Park overpass.

These recommendations are made with the full realization that a high degree of civic courage and foresight will be required to bring this project to fulfillment.

This committee is not unanimous in these recommendations. A minority opinion reflects a feeling, which may be widespread in the community, that to encourage additional commercial development will accelerate an unwelcome change from what is now a pleasant area in which to follow family pursuits.

The point has been raised that this committee is indulging in guesswork in arriving at its conclusions and operates without benefit of studies or expert testimony. This is acknowledged, inasmuch as insufficient time and lack of funds prevented any technical research.

While the City must consider these as serious objections, in the light of the reasons many residents came to Pleasant Hill, it is felt by the majority of the committee that progress and change are inevitable, and that planning and control should therefore yield far better results for the City of the next twenty years, than the lack of it has demonstrated in the past.

IV. INDUSTRIAL AREAS

1. Introduction: In making this study and in our talks with other leaders in the community, we have striven to be as objective as possible and to look to the future of Pleasant Hill. Necessarily, we had to proceed on some assumptions, as follows:

Although the title "Industrial Areas" has been assigned to this report, we have assumed that the potential areas should include light industry and other units of employment without encroaching into the commercial field, i.e., Research and Development Laboratories, Office Buildings, Service, Professional and Distribution types of endeavor. We consider those businesses and enterprises not directly involved with a retail sales tax could probably be classed as units for inclusion in an Employment Center. Therefore, we will use the term "Employment Center" for the intent and purpose of this report.

Pleasant Hill lies within the boundaries of a rapidly growing area, and we look ahead to the day when the northern end of the Diablo Valley is the hub of Eastern Contra Costa County. This position will place Pleasant Hill in the midst of a very large market area.

Keen competition exists among the cities and counties of the State for desirable industrial development.

Employment Centers contribute to the economic health of the community by creating local employment opportunity and increased revenue.

An integrated community is a healthy community.

2. Conclusions:

Pleasant Hill is a desirable place in which to live, from both a management and an employment standpoint.

Because the City is primarily residential and at best can provide limited land sites for limited Employment Centers, the extent of development should be determined by the goal of an integrated, well-planned, zoned, and controlled community, in lieu of the City's need for immediate tax revenue.

As evidence increases that the residents of Pleasant Hill are eager to identify

themselves with their new city status, it becomes clear that the value of orderly planning is urgent. Well-planned Employment Centers should be considered not from the tax base viewpoint, but primarily from the standpoint of increased employment opportunities and of a balanced community.

An attractive labor pool exists at present in this area. Light industrial firms furnishing goods and services to the growing industrial potential of eastern Contra Costa County could well find a ready labor source here. Some employment units would require the availability of women employees, and this is one of the important characteristics of the area's labor pool.

3. Recommendations:

Pleasant Hill should follow a plan of selective development of Employment Centers and not enter into keen, expensive competition for immediate growth's sake only.

Land should be reserved for Employment Centers, preferably property that borders that already developed industrial area of neighboring communities. Annexation should be given consideration.

Pleasant Hill should cooperate with other agencies in the area at the planning level for orderly industrial development.

Employment Centers should be built under adequate controls regarding zoning, architecture, etc. They should be compatible with schools, churches, etc., and suitable for location within residential complexes.

Pleasant Hill officials should extend the courtesies, cooperative assistance, and the necessary encouragement to those desirable "employment units" which may be expressing interest in establishing or moving their businesses to Pleasant Hill.

V. COMMUNITY FACILITIES

1. Acquisition of land for civic uses:

It is wiser to over-estimate the amount of land necessary and to re-sell excess land at a later date than to under-estimate the amount needed.

Land should be purchased soon, while it is still available and lower in price, with some thought given to lease-purchase options.

A minimum of 15 to 20 acres is desirable for community and civic centers.

Attention is directed to the following sites possibly available for immediate acquisition for City use:

Small parcel (about 2 1/2 acres) southwest of Gregory Lane and Moiso Lane and south of Pleasant Hill Park.

Small parcel (about 2 acres) northwest of Gregory Lane and Treadway Lane and east of Pleasant Hill Park.

Parcel (about 9 1/2 acres) southeast of Gregory Lane and Kahrs Avenue, east of Congregational Church.

Four small parcels (totalling about 2 acres) at Astrid and North Main (site of present Rosal's Market).

2. Establishment of public parking facilities:

Community-financed parking lots are desirable near commercial areas, parks, recreation and civic facilities.

Interim use of undeveloped land for parking facilities should be considered.

Specific ratio of parking area should be correlated to the usage and square-footage of floor area of building.

The cost of community parking lots might be off-set by future sale of air-rights (the right to build over the lot).

3. The knowledge of the Citizens' Review Committee chairmen should be utilized to assist the Planning Commission and City Council in carrying out and/or modifying where necessary, the recommendations made in the Master Plan.

4. Study of the need for a sociological planning coordinator in the City:

This would be a new position established to provide professional advice and staff assistance to the City Manager's Department and to other City departments on matters of

a social planning and community welfare nature. The Sociological Planning Coordinator would report to the City Manager and assist in identifying social problems of the community and in formulating policies, plans and programs to meet these problems.

Reference material is available through League of California Cities for similar plans in Berkeley, Oakland, and some smaller cities.

A minority opinion in the committee is that at the present time services under this recommendations can be adequately served by re-allocation or change of emphasis in services now available.

5. Development of a community center:

The ideal location would be at Pleasant Hill Park on Gregory Lane; City should cooperative actively with Park and Recreation District in its construction.

Center should be developed (perhaps on pay-as-you-go basis) with emphasis on multi-purpose use for maximum benefit from investments. It should be well-planned architecturally to allow for expansion as needs arise and funds allow.

Center should have unique aesthetic features to give citizens a sense of civic pride and identity.

Facilities could serve as temporary city offices, with understanding that area should be protected as a recreational building and park, and not converted to a civic center.

Most source materials reviewed recommended 20,000 square feet building area.

Branch activities centers may be needed in other parts of the City as the community grows in land and population.

6. Development of civic center and offices:

Buildings should be convenient to commercial area, parks and recreation center, financial and medical buildings, parking facilities.

Area should have good vehicular access, good topography, should be easy to locate.

Buildings should be developed with emphasis on multi-purpose uses and have unique aesthetic features.

7. Provision of cultural facilities:

The Committee sees a future need for cultural facilities to serve a family-centered community. In the foreseeable future, theaters, auditorium, stadium, museum, etc., should develop in cooperation with school districts, the college district, or surrounding cities.

The area surrounding Diablo Valley College and College Park High School presently seems ideal for expansion of cultural facilities.

8. Consideration of public works: In future other public services, such as fire protection, sanitary services, water service, might be coordinated in City to eliminate overlapping functions. If further study is needed, we recommend that a special committee be set up to investigate public work needs.

VI. THOROUGHFARES AND STREETS

The purpose of the Pleasant Hill Street and Thoroughfare Plan is to provide for the development of an orderly, integrated traffic circulation pattern, both for residential and commercial areas.

Recommendations:

1. All future traffic needs should be studied.
2. Standards for street design and construction should be set up and appropriate ordinances should be adopted to enforce them.
3. A special hillside subdivision ordinance is needed.
4. A future street line map ordinance is needed.
5. Circulation to and from the Rapid Transit Station should be studied.
6. Parking on major thoroughfares reduces traffic capacity by more than twenty per cent. Public investment in streets should be conserved by requiring off-street parking. Commercial areas should provide on-site parking for employees and customers and areas for the loading of trucks. Access to and from a commercial site should be controlled.

7. No new freeway alignments should bisect Pleasant Hill.

8. A long-range capital improvement program for streets and highways should be developed.

VII. CITY BEAUTIFICATION

The City Beautification Subcommittee has come to some specific conclusions about old and new approaches to the City, old and new commercial areas, old and new residential sections, and old and new special community centers.

1. Approaches:

We urge immediate passing of billboard removal-and-restriction ordinances that will make us eligible for the State Freeway Landscaping we need urgently through our valley section. We hope this will then encourage citizen groups to add extra planting and grooming of certain key freeway entrances and exits, with more adequate and dignified signs identifying our town.

We suggest that the City eventually handle the upkeep of trees along old streets without sidewalks; and the placing of reflector street signs identifying these streets especially in unlighted areas.

We are particularly concerned that there be over-all improvement of our Highway 21 commercial passageway and the strips and fencing bordering it. We recommend:

An immediate attempt to get the utilities placed underground as the highway is widened.

A more strict regulation of the hideous welter of business signs, to the point where they attract, rather than garishly confuse and repel, passersby--regulation of size, number, placing, lighting, height, etc.

Community volunteer weeding and planting of remaining open strips beyond shops and the improvement of fencing along the back of homes.

A really imaginative improvement of the frontage to shops--trees planted along the edge of Gregory Village Plaza and in some planters within the parking area, removal of cars and boats parked there for sale. The same suggestions might cover the Oak Park shopping area (and Gregory Lane-Old Pleasant Hill Road).

Required weeding and care of remaining open plots of land along Highway 21.

2. Commercial areas:

We recommend for the established business areas a general plan of improvement to take place as rapidly as owners, city government, public clubs and all users can be encouraged to join forces in the commercial centers they use, such as:

Neat and landscaped parking areas and fronts (see Bank of California).

Improving looks of present buildings and fronts (see A & W).

Carefully planned and cleared additions.

Neat storage and refuse areas and rear exposures (milk depots need to watch this).

Adequate placing of trash containers for public use.

Study of real possibility of improving older stores as a neatly related group architecturally, rather than spotty, uncooperative hodgepodes.

For new commercial areas we urge:

Joint architectural planning in groups and in the whole.

Comfortable and safe walking areas with adequate parking and approaches.

Business signs to be clear but unobstrusive and artistic with lighting restrictions.

Joint landscaping under careful professional guidance.

Clear identification of each general shopping area by appropriate signs.

Note: We urge more careful ruling regarding filling stations, as they appropriate choice corners leading to community centers; regulation for number and location and architectural supervision are needed.

3. Residential areas:

In older areas, we recommend:

Sidewalks on certain roads to schools for safety as well as enhancement.

Stricter ordinances about additions and do-it-yourself improvements to tract homes.

Banning of newspaper throwaways.

Improvement of disposal and clippings services.

Possible change to door-to-door mail delivery for elimination of curb boxes.

An ordinance against business signs in front of homes or in windows of homes.

Stricter ordinances about fencing and planting and upkeep of backings on highways and thoroughfares.

An ordinance forbidding repair of junked cars, etc., on streets.

We recommend that new residences, particularly in large projects, be carefully screened and guided; that utilities be put underground or at least behind homes; and that there be sidewalks, reflector street signs, adequately wide streets and adequate fencing along outside highways.

4. Special community centers:

We suggest landscaping, for a simple public parkway, the EBMUD right-of-way strip through the heart of our town. Other towns have made use of such areas very effectively, perhaps with assistance from the parks district.

We urge effort toward increased community pride in and development of certain already naturally defined Pleasant Hill Centers, such as:

Three-Pools Park and Ball Field

The Old Recreation Triangle

College Park School Center

Gregory Lane-Church Lane

Library Hill Center

Naming these areas appropriately and marking them with clear and appropriate signs, issuing a simple brochure to newcomers describing them and our town, having town maps and explanations in our stores, real estate offices, restaurants, schools, churches, and libraries--these can give both old-timers and newcomers a pride in their city and an enthusiasm to work together to beautify it.

VIII. PARKS AND RECREATION

The goal set by the committee is the development of a recreation system based upon accepted standards which will provide within the economic means available to the community adequate facilities, properly distributed throughout the City to meet the different needs of all age groups.

The following specific measures should be taken:

1. Establish park standards and criteria.

2. Establish and promote the following "joint use":

Land adjacent to schools to be used by mothers and small children.

Improved school yards for summer recreational facilities.

3. Investigate the possibility of establishing a Park and Recreation Department in the City Government.

4. Provide the following special activity facilities:

Development of Briones Hill Park for camping, hiking, picnics, horse trails.

Municipal golf course in the area east of Pleasant Hill Road and west of Contra Costa Country Club.

City camp in high Sierras.

Expand College Park complex to develop a "family recreational center."

Swim pool at Pleasant Hill High School.

5. Establish a City park in the Withers Road area.

IX. TRANSPORTATION AND RAPID TRANSIT

The goal of this committee was the provision of an adequate transportation system based upon the needs of the community.

1. Rapid Transit: Bonds for Rapid Transit having been approved by the voters, Pleasant Hill is assured of a station at the southeast corner of the City and should

work for easy access and circulation of traffic to and from this station. Until Rapid Transit is in operation, facilities for accommodating citizens using the present commuting buses must be provided for.

2. Rapid Transit does not decrease the importance of accommodations in Pleasant Hill for the private automobile, but actually increases the importance of these accommodations. Easier circulation of traffic is needed and off-street parking facilities are a present and growing need. Street parking should be reduced to a minimum in the interests of public safety and the city treasury.

3. Better facilities for pedestrian and bicycle traffic would not only be a safety provision, but would tend to ease automobile traffic problems.

4. Prospects for local public transportation are not very bright until economic feasibility can be established, but when it is, there will be no difficulty in getting entrepreneurs to undertake it.

5. Growing shopping facilities will increase truck traffic in the City.

X. ORDINANCE REVIEW

The Ordinance Review Committee took as its task the review of the ordinances passed by the Pleasant Hill City Council, not from a legal standpoint, but rather from the standpoint of the average citizen in the City of Pleasant Hill.

The following recommendations are made with reference to the first forty ordinances:

No. 7--The Committee questions the adoption of a county ordinance when no attempt is made to insure that changes in the county ordinance will be adopted into the City ordinance. It is especially important to conform to the county ordinance in areas where the same administrators are used for both city and county.

No. 21--The Committee feels that Section 6a should be amended to provide the owner with a "reasonable time" to abate the nuisance before the city acts for him.

This Committee feels that there is a definite place in the City of Pleasant Hill for a permanent ordinance review committee, with an advisory function, and composed of lay citizens of the city.

(Note: The Committee made an able review of many ordinances pertaining to their environment but which do not relate directly to the General Plan and are therefore omitted from this summary.)

XI. ANNEXATIONS

After detailed study of many questions and problems pertaining to annexation, the Annexation Policy Committee found six points of policy to be developed as a basis for further action:

1. The City should avoid legal commitments to provide services beyond the City's capacity. An area should be more easily served by Pleasant Hill utilities and services than by another nearby government.

2. There should be consistent standards for land use and development in the metropolitan area to prevent substandard and unregulated developments on the fringes of Pleasant Hill.

3. There should be minimum geographic criteria established assuring sufficiently large annexations to allow proper planning and establishment of reasonable municipal boundaries. Geographic criteria should include:

The area to be annexed must be contiguous.

The area must be compact and have definable boundaries.

Enclaves should be prime targets for annexation. Boundary lines, while following reasonable regular lines must nevertheless attempt to conform also to topography, drainage, airport, park, limit access highway; or to school or special district lines where practical.

4. The evaluation of the effects of annexation on the existing school districts, utility districts, and special service districts, with reference to financial impact in particular.

5. Need for adequate public sites, parks, utility pumping stations, schools, fire stations, and police stations, and for capital funds to improve those sites at the time when the need is present. Annexations tend to be notably short in land area devoted to public uses.

XII. WAYS AND MEANS

The following are considered essentials in the development of the City:

1. The immediate development of a Master Plan is essential to preserve the general residential character of the City while progressing with the development of a well-planned commercial core.

2. After adoption of the Plan, the maintenance of rigid control to see that strict adherence and compliance in every detail and in keeping with the Plan are observed.

3. Land, primarily to the west, should be annexed for residential development. The City should purchase land in existing Pleasant Hill for commercial development. Community facilities, while important, should wait until revenue is higher.

4. The key source of revenue is sales tax. Pleasant Hill, being ideally located in relation to the future population growth in Contra Costa and neighboring counties, has a potential as a Regional Shopping Center. The Master Plan should indicate that the location for such development will be in the area of the Monument Boulevard Business District.

5. Future residential land should be annexed so that our ultimate growth potential will not be limited. Existing residential areas which will front or border on the expanded commercial area must be protected by landscaping and planted buffer areas. A street pattern should be carefully worked out for the commercial area to avoid burdening residential streets.

6. Every effort should be exerted to obtain Urban Renewal assistance, whereby the federal government would pay two-thirds of the cost of assembling a site for a Regional Shopping Complex. Alternative methods of raising additional revenue for this project are revenue bonds, general obligation bonds. The people of Pleasant Hill do not want property tax; accordingly, the committee reject it as a source of revenue. Commercial expansion which will increase sales tax revenue appears the most likely method of financing a commercial core project.

7. Bonding capacity (with commercial expansion or a property tax) is estimated to be approximately \$2,225,000 to \$2,500,000 for twenty years at 3.5 to 3.6 per cent interest. General obligation bonds would allow the city to borrow \$2,500,000 to \$2,800,000 for twenty-five years at 3.75 to 3.90 per cent interest. The amount of revenue bonds which could be sold would be based on the amount of income derived from the project.

8. While the Committee recognize that the level of community services is low at the present time, the present level of city income makes it impossible to change immediately. Eventually, the city should provide many services (such as police and fire protection) now supplied by special districts and contractual agreements; however, this must wait until revenue is increased.

(Note: The Ways and Means Committee report summarized here was a long and well-documented study which included a special study by Kay Hoffman of the "Possible Retail Sales Potential of Pleasant Hill.")

XIII. SPECIAL DISTRICTS

1. The Committee feels that an assortment of separate districts, each with its own governing board, is not an adequate substitute for municipal government in an incorporated area. A city needs the sustained attention of a general-purpose governmental policy-making body competent to deal with a range of public problems at the community level. We have such a body in our City Council, and all governing agencies should come under its jurisdiction.

2. A special district may go its own way, due to the fact that the average taxpayer may not even know of its existence or due to voter apathy. Often, governing boards are re-elected without opposition and sometimes elections are cancelled simply because there is no opposition. Even in primary and general election years, the voter turnout is poor, and in the "off" years the number of voters is usually less than five per cent.

3. The Committee recommends that a study be made of all the special districts which serve the Pleasant Hill area and, where feasible, that such districts be dissolved and placed under the City government as separate departments. This will save the taxpayer many dollars in duplicate costs in terms of facilities, staffs, planning, attorneys' fees, bookkeeping, etc.

APPENDIX B: TABLES

TABLE I
EXISTING LAND USE TABULATION AND COMPARISON - 1963

	Pleasant Hill Planning Area ^{1/} 32,000 Population (estimate)			10 Satellite Cities 10,000-25,000 Pop.		10 Satellite Cities ^{2/} 25,000+ Population		Chula Vista ^{1/} 46,900 Population					
	Acres	% Total	Acres	Developed	Acres	Developed	Acres	Developed	Acres				
		Developed	Per							% Total	Per	% Total	Per
		Area	100 Pop.							Area	100 Pop.	Area	100 Pop.
RESIDENTIAL	1,940.83	55.7	6.07	51.1	6.77	40.2	2.32	48.9	4.53				
Single-Family	1,909.67	54.8	5.97	47.8	6.33	31.0	1.79	39.5	3.66				
Two-Family	10.14	0.3	0.03	1.8	0.24	5.3	0.31	2.6	0.24				
Multi-Family	21.02	0.6	0.07	1.5	0.20	3.9	0.22	6.8	0.63				
COMMERCIAL	121.67	3.5	0.38	2.1	0.28	3.1	0.18	5.8	0.54				
INDUSTRIAL	48.00	1.4	0.15	4.6	0.61	19.5	1.12	9.7	0.90				
Industrial	13.60	0.4	0.04	1.6	0.21	13.6	0.78						
Railroad	34.40	1.0	0.11	3.0	0.40	5.9	0.34						
STREETS	714.71	20.5	2.23	24.7	3.27	26.8	1.55	24.5	2.27				
Streets	657.18	18.9	2.05										
Freeway	57.53	1.6	0.18										
PUBLIC	660.18	18.9	2.06	17.5	2.31	10.4	0.60	11.1	1.03				
Parks & Recreation	231.06	6.6	0.72	4.7	0.62	3.5	0.20	1.3	0.12				
Public & Quasi-Public	339.45	9.7	1.06	12.8	1.69	6.9	0.40	9.8	0.91				
E.B.M.U.D. & C.C. Canal	89.67	2.6	0.28										
		100.0		100.0		100.0		100.0					
TOTAL DEVELOPED	3,485.39												
% Total Surveyed		60.5		62.2		77.1		51.3					
VACANT LAND	2,270.98												
% Total		39.5		37.8		22.9		48.7					
TOTAL LAND SURVEYED ^{4/}	5,756.37	100.0		100.0		100.0		100.0					
	(8.99 sq. mi.)												

^{1/} Pleasant Hill Planning Department - August 1963

^{2/} Bartholomew, Harland. *Land Use in American Cities*, Harvard University Press, 1955, Table 7.

^{3/} Chula Vista Planning Department - October 1962

^{4/} Does not include Area VII (1,359 acres) which was virtually undeveloped in 1963 and would distort the comparison.

TABLE II
PLEASANT HILL PLANNING AREA - TOTAL POPULATION AND HOUSING CHARACTERISTICS - 1960 *

	Total Dwelling Pop.		Occupied Dwelling Units		Vacant		Owner Occupied		Renter Occupied		Condition - All Units						Population Per Occupied Dwelling Unit
											Deteriorated or Dilapidated						
			No.	% Tot.	No.	% Tot.	No.	% Occ.	No.	% Occ.	No.	% Tot.	No.	% Tot.			
Area I	7,967	2,156	2,080	96.5	76		1,778	85.5	302	14.5	2,129	98.7	27		3.83		
II	4,614	1,235	1,208	97.8	27		1,089	90.1	119	9.9	1,213	98.2	22		3.82		
III	4,752	1,348	1,299	96.4	49		1,111	85.5	188	14.5	1,271	94.3	77		3.66		
IV	3,321	837	821	98.1	16		690	84.0	131	16.0	836	100.0	1		4.05		
V	2,877	718	706	98.3	12		639	90.5	67	9.5	709	98.7	9		4.08		
VI	1,010	292	273	93.5	19		245	89.7	28	10.3	275	94.2	17		3.70		
Total	24,541	6,586	6,387	97.0	199	3.0	5,552	86.9	835	13.1	6,433	97.7	153	2.3	3.84		
Population in Group Quarters	124																
Population in households	24,417														3.82		

Source: U. S. Census 1960

* Does not include Area VII (1,359 acres) which was virtually undeveloped in 1963 and would distort the comparison.

TABLE III
COMPARISON OF HOUSING CHARACTERISTICS - 1960

	Percent of Total Units						
	Pleasant Hill Planning Area ^{1/}	Walnut Creek	Concord	Contra Costa County	Oakland-S.F. S.M.S.A. ^{2/}	California	
Housing Unit Total	100.0	100.0	100.0	100.0	100.0	100.0	
Occupied	97.0	94.6	96.0	94.8	94.3	91.2	
Owner	86.9	68.9	79.7	72.8	54.5	58.4	
Renter	13.1	31.1	20.3	27.2	45.5	41.6	
Vacant	3.0	5.4	4.0	5.2	5.7	8.8	
Year Built							
1955-March 1960	20.4	39.2	31.5	21.3	14.8	21.9	
1950-1954	42.2	22.8	37.7	24.8	13.6	18.1	
1940-1949	31.1	22.9	21.8	28.9	18.1	20.1	
1939 and earlier	6.3	15.1	9.0	25.0	53.5	39.9	
Condition-All Units							
Sound	97.7	93.8	98.3	90.7	91.3	89.3	
Deteriorating	2.1	4.8	1.6	6.8	6.9	8.1	
Dilapidated	0.2	1.4	0.1	2.5	1.8	2.6	

Source: United States Census 1960

^{1/} Information on "year built" is for "Pleasant Hill Unincorporated".

^{2/} Standard Metropolitan Statistical Area

TABLE IV
COMPARISON OF EMPLOYMENT 1960

	"Pleasant Hill Unincorporated"		Concord		Contra Costa County		Oakland-San Francisco S.M.S.A. *	
	%		%		%		%	
	No.	Total	No.	Total	No.	Total	No.	Total
Employed by Industry	7,979	100.0	11,758	100.0	142,569	100.0	1,076,002	100.0
Agric., Forestry & Fish.	76	0.8	104	0.9	2,839	2.0	14,773	1.4
Mining	18	0.2	56	0.5	445	0.3	1,788	0.2
Construction	630	7.9	962	8.2	10,623	7.4	61,070	5.7
Mfg.-Durable Goods	735	9.2	1,150	9.8	17,770	12.5	116,225	10.8
Mfg.-Non Durable Goods	1,052	13.2	1,769	15.0	23,659	16.6	109,754	10.2
Trans., Comm. & Pub. Util.	716	9.0	1,086	9.2	11,150	7.8	97,759	9.1
Whsl. & Retail Trade	1,683	21.0	2,180	18.5	24,711	17.3	204,883	19.0
Fin., Ins. & Real Estate	476	6.0	513	4.4	6,850	4.8	71,855	6.7
Business & Repair Service	372	4.7	427	3.6	4,997	3.5	38,483	3.6
Personal Services	326	4.1	466	4.0	6,614	4.6	64,172	5.9
Entertainment & Recreation	68	0.9	102	0.9	1,109	0.8	11,284	1.0
Prof. & Related Services	1,114	14.0	1,625	13.8	19,077	13.4	149,327	13.9
Public Administration	548	6.9	910	7.7	8,486	6.0	77,077	7.2
Industry Not Reported	165	2.1	408	3.5	4,239	3.0	57,552	5.3
Employed by Occupation	7,979	100.0	11,758	100.0	142,569	100.0	1,076,002	100.0
Professional & Technical	1,521	19.1	2,035	17.3	21,910	15.4	151,623	14.1
Farmers & Farm Managers	31	0.4	9	0.1	887	0.6	4,881	0.5
Mgrs., Officials & Props.	968	12.1	1,046	8.9	14,214	10.0	102,644	9.5
Clerical Workers	1,245	15.6	1,734	14.7	20,841	14.6	206,309	19.1
Sales Workers	1,011	12.7	1,080	9.2	12,018	8.4	88,541	8.2
Craftsmen & Foremen	1,350	16.9	2,315	19.7	23,415	16.4	142,910	13.3
Operatives	782	9.8	1,628	13.9	23,173	16.3	136,079	12.6
Private Household Workers	147	1.8	205	1.7	2,957	2.1	24,536	2.3
Service Workers	482	6.0	834	7.1	9,833	6.9	97,524	9.1
Farm Laborers	16	0.2	44	0.4	1,346	0.9	6,008	0.6
Laborers (Other)	209	2.6	365	3.1	6,674	4.7	47,852	4.5
Occupations Not Reported	217	2.8	463	3.9	5,301	3.7	67,095	6.2

Source: United States Census 1960

* Standard Metropolitan Statistical Area

TABLE VI
DWELLING UNITS PER GROSS RESIDENTIAL ACRE

Planning Area	Existing 1960	Proposed	
		Low	High
I	2.4	4.6	5.9
II	2.0	3.8	5.0
III	1.5	4.5	5.7
IV	2.3	4.9	6.8
V	0.8	3.1	4.1
VI	0.2	2.3	3.3
VII	--	1.2	2.2
Total	1.1	3.2	4.4

TABLE V
PROJECTIONS OF DWELLING UNITS AND POPULATION BY RESIDENTIAL PLANNING AREA - 1990

Planning Area	Low-Low Density					Low Density					Medium Density					High Density					Total										
	Dwelling Units		People		Gross Acres	Dwelling Units		People		Gross Acres	Dwelling Units		People		Gross Acres	Dwelling Units		People		Gross Acres	Dwelling Units		People		Gross Acres	Dwelling Units		People			
	Low	High	Low	High		Low	High	Low	High		Low	High	Low	High		Low	High	Low	High		Low	High	Low	High		Low	High	Low	High	Low	High
	0.5 Per Acre	1.5 Per Acre	Dwelling Unit Low High	3.2 Per Acre	Dwelling Unit Low High	3.5 Per Acre	4.5 Per Acre	Dwelling Unit Low High	3.5 Per Acre	4.5 Per Acre	Dwelling Unit Low High	10.0 Per Acre	15.0 Per Acre	Dwelling Unit Low High	2.0 Per Acre	Dwelling Unit Low High	25.0 Per Acre	30.0 Per Acre	Dwelling Unit Low High	1.5 Per Acre	Dwelling Unit Low High	25.0 Per Acre	30.0 Per Acre	Dwelling Unit Low High	1.5 Per Acre	Dwelling Unit Low High	25.0 Per Acre	30.0 Per Acre	Dwelling Unit Low High	1.5 Per Acre	Dwelling Unit Low High
I						821	2,874	3,695	10,059	12,932	32	320	480	640	960	36	900	1,080	1,350	1,620	889	4,094	5,255	12,049	15,512						
II						602	2,107	2,709	7,375	9,482	28	280	420	560	840						630	2,387	3,129	7,935	10,322						
III						834	2,919	3,753	10,216	13,135	8	80	120	160	240	38	950	1,140	1,425	1,710	880	3,949	5,013	11,801	15,085						
IV						286	1,001	1,287	3,503	4,505	79	790	1,185	1,580	2,370						365	1,791	2,472	5,083	6,875						
V	135	68	202	218	646	805	2,817	3,622	9,860	12,677											940	2,885	3,824	10,078	13,323						
VI	640	320	960	1,024	3,072	960	3,360	4,320	11,760	15,120											1,600	3,680	5,280	12,784	18,192						
VII	660	330	990	1,056	3,168	200	700	900	2,450	3,150											860	1,030	1,890	3,506	6,318						
Total	1,435	718	2,152	2,298	6,886	4,508	15,778	20,286	55,223	71,001	147	1,470	2,205	2,940	4,410	74	1,850	2,220	2,775	3,330	6,164	19,816	26,863	63,236	85,627						

TABLE VII
PROJECTIONS OF SCHOOL AGE POPULATION

High Projection - School Children Per Family 1960-1980					% Total Population
		Children Per Family		Total Children	
		1960	1980	1980	
Ages	5-11	0.77	0.60	12,000	18.5
	12-13	0.21	0.19	3,800	5.8
	14-17	0.25	0.23	4,600	7.1

Low Projection - Age Groups as Percent of Total Population - 1960-1980
Pleasant Hill Planning Area, California and the United States

		1960	1965	1970	1975	1980
Under 5	Pleasant Hill	13.3	13.3	13.2	13.1	13.0
	California ^{1/}	11.3	10.4	10.0	9.9	9.8
	U. S. ^{2/}	11.2	11.3	11.7	12.2	12.5
5 - 11	Pleasant Hill	20.1	19.8	19.2	18.4	16.8
	California	14.2	14.4	13.6	13.0	12.9
	U. S.	14.2	14.2	14.2	14.5	15.0
12 - 13	Pleasant Hill	5.4	5.6	5.7	5.3	5.0
	California	3.9	3.8	3.9	3.6	3.5
	U. S.	4.0	3.7	3.7	3.6	4.4
14 - 17	Pleasant Hill	6.6	6.7	6.9	6.7	6.7
	California	5.9	7.1	7.4	7.2	6.8
	U. S.	6.2	7.4	7.5	7.3	6.6
5 - 17	Pleasant Hill	32.1	32.1	31.8	30.4	28.5
	California	24.0	25.3	24.9	23.8	23.2
	U. S.	24.4	25.3	25.4	25.4	26.0

^{1/} California Population, 1963, Table 8, California Department of Finance
^{2/} Population Estimates, Series P-25, No. 251 Bureau of the Census July 1962

TABLE VIII
SUMMARY OF GENERAL PLAN LAND USE CATEGORIES IN ACRES ^{1/}

Gross Residential Areas ^{2/}					Commercial			Other Non-Residential	Total
Low-Low Density	Low Density	Medium Density	High Density	Total Residential	Regional	Professional- Administrative	Thoroughfare	Uses ^{3/}	
1,435	4,508	147	74	6,164	139	12	35	1,071	7,421

^{1/} The Planning Area was increased by approximately 300 acres by the addition of area to the north after the Sketch Plan was prepared.

^{2/} Includes neighborhood-oriented facilities such as elementary schools, parks, stores, offices, and streets. Excludes freeways and large non-residential uses.

^{3/} Includes freeways, Mokelumne Aqueduct, Contra Costa Canal, railroad, Rapid Transit Station, Junior College, other community-wide facilities, and large institutional or recreational facilities.

WILLIAMS AND MOCINE

Consulting Staff

Sydney H. Williams

Corwin R. Mocine

Robert W. Cook

Project Coordinator - Margaret W. Rusche

Rudolph R. Platzek

*Kenneth R. Millard

George N. Kinnell

David P. Burness

*Cesar Burotto

Donald Brown

Gloria J. Abbott

Claudia A. Liebow

*Roberta Rosenthal

*former members

